

Historic, Archive Document

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MASTODON STRAWBERRY

ALFRED BLACKBERRY

CUMBERLAND BARBERRY

THIM RASPBERRY

BLACK TARTARIAN
CHERRY

62.41 INDEXED.
1930
Emlong's
WORTHWHILE VARIETIES
PLANTS
and
TREES

HENRY EMLONG & SON
STEVENSVILLE
MICHIGAN

CONCORD GRAPE

MONARCH PLUM

BARTLETT PEAR

BALDWIN APPLE

SOUTH HAVEN PEACH

PLANT THE HEAVIEST FRUITING STRAIN OF THIS GREAT EVERBEARING STRAWBERRY

When you plant our GENUINE PERFECTED STRAIN of this marvelous Everbearing Strawberry you have the satisfaction of knowing that you have planted the best that money can buy, because by our careful methods of selection and breeding we have eliminated all drones and unproductive plants, giving you only plants that will bear full crops.

WHETHER YOU ORDER 100 PLANTS or 100,000 you are going to get just that many true-to-type, true-to-name, big-yielding plants and NOT a large percentage of weak, worthless, unproductive "soldiers."

THE KNOWLEDGE GAINED in more than 56 years' experience has been applied to the development of this great Strawberry in our trial grounds and propagating fields—we know, visitors know, and thousands of satisfied customers know that EMLONG'S MASTODON are as near PERFECTION as they possibly can be made.

EMLONG'S GENUINE PERFECTED MASTODON



EVERY EMLONG MASTODON PLANT comes to you READY TO BEAR. Plants set out this Spring commence bearing in August and continue till Winter—loads of Big, Red, Delicious Beauties—as much as two quarts per plant the first Season. Prices on page 53.

Perfected Mastodon Plants Are Larger
Millville, N. J., June 10, 1929.

Your Perfected Mastodon are a revelation to me. This Spring

I planted 1000 of yours beside some secured from another party at the same time, same kind of soil, have received same care. Your plants are blooming and making runners and are more than twice as large as the other plants.

FRANK HOLLAND.

The Yield is Greater

Pueblo, Colo., Oct. 15, 1929. The 200 plants ordered in the Garden Club were wonderful and seemed to grow as soon as they hit the ground.

Picked 2 quarts July 4, for dinner, and to date have picked 250 quarts.

I picked just 50 quarts less than a friend did off 1000 plants he bought for \$15.00 from another grower.

E. C. VIERGUTZ.

Have STRAWBERRIES this FALL Join our MASTODON GARDEN CLUB

\$100.00 In Prizes

READ THE LETTERS from the winners of last year's Mastodon Garden Club contest and then decide for yourself whether or not it will pay to plant EMLONG'S GENUINE PERFECTED MASTODON. These are just ordinary folks like you and I. Many other reports nearly as good were received from other members.

EMLONG'S MASTODON are not partial. They will work just as hard for you as they did for these other folks. Join our Mastodon Garden Club now and learn for yourself how pleasant and easy it is to have big crops of big berries Spring, Summer and Fall.

THIS HAS PROVEN to be the most popular Strawberry Garden ever offered, because in addition to having a big supply of delicious, fresh berries, Spring, Summer and Fall, you can win a big cash prize of \$50.00, \$30.00 or \$20.00.

TO COMPETE FOR THIS prize money simply mail the coupon below, keep a record of the total number of quarts picked from this garden this Summer up to October 15th, and mail us your report not later than October 20th, 1930. Checks to winners will be mailed about November 1st.



Picking Strawberries in the Fall.

Last Year's Prize Winners

FIRST PRIZE \$50.00

Sunbury, Pa., Oct. 14, 1929.
My husband bought 200 of your Ready-to-Bear Mastodon plants last Spring and we have had berries every day since the 26th of July. We have picked 338 quarts of beautiful berries from these 200 plants, besides berries for home use, have sold \$63.00 worth.

MRS. WILL H. YEAGER.

SECOND PRIZE \$30.00

Carrollton, Mo., Oct. 15, 1929.

Herewith my report on Mastodon. The 200 plants arrived in fine condition. Never saw plants do as well as they did. My little patch is the wonder of the neighborhood. Grew them in the hill system and have picked 319 quarts to date, the biggest and finest berries ever seen in this part of the state.

CHAS. A. MEIER.

THIRD PRIZE \$20.00

Malvern, Ohio, Oct. 14, 1929.

I joined your Mastodon Garden Club last Spring. The strong plants made a fine bed, and oh! such berries, it only takes a few to make a quart. Sold them quickly at 35c to 50c per quart. Yield to date 308 quarts. Surely am glad I took your advice and started in the berry business. MRS. EMMA HARSH.

MAIL THIS COUPON TODAY

200

Genuine
Perfected
Mastodon

\$4.65

HENRY EMLONG & SON,
Stevensville, Michigan.

Enclosed please find \$4.65. Reserve and send to me at the proper planting time, all cleaned and trimmed for planting, 200 Ready-To-Bear Mastodon Strawberry plants. Also enroll me as a member of your Mastodon Garden Club.

My Name _____

Address _____

EMLONG'S PRODUCTS

Are Fruitful and Ornamental



Only the Best of Everything in Plants, Trees, Roses and Shrubbery

At this writing (December 2nd), we have a number of things to be thankful for—lots of orders, plenty of help, fine weather and a big supply of the finest, healthiest, thriftiest Plants, Trees, Roses and Shrubbery ever offered.

WE KNOW THAT EMLONG CUSTOMERS this year are going to get prompt service and the kind of stock that assures pleasure, satisfaction and Big Profits. It may surprise you to know that the greatest "kick" we get from this business is the many letters we receive from customers every year telling of the "Big Crops," or "Big Profits" produced by our plants and trees, or the "wonderful showing" our shrubs and roses have made.

THESE MANY FINE LETTERS of appreciation mean a great deal and more than repay us for the time and money we have devoted to developing big-yielding strains and devising methods of growing, handling and packing nursery stock so that it will reach the purchaser in perfect condition and give the results that every customer rightfully expects.

More Than 100,000 Satisfied Customers

NATURALLY YOU WANT THE BEST that your money will pay for, whether you are buying groceries, clothing, furniture or nursery stock. When you are buying nursery stock you are doing so for either one or two reasons—you want plants and trees that will produce Big Crops of Highest Quality Fruit and you want roses and shrubbery that will grow quickly and improve the appearance of your home grounds.

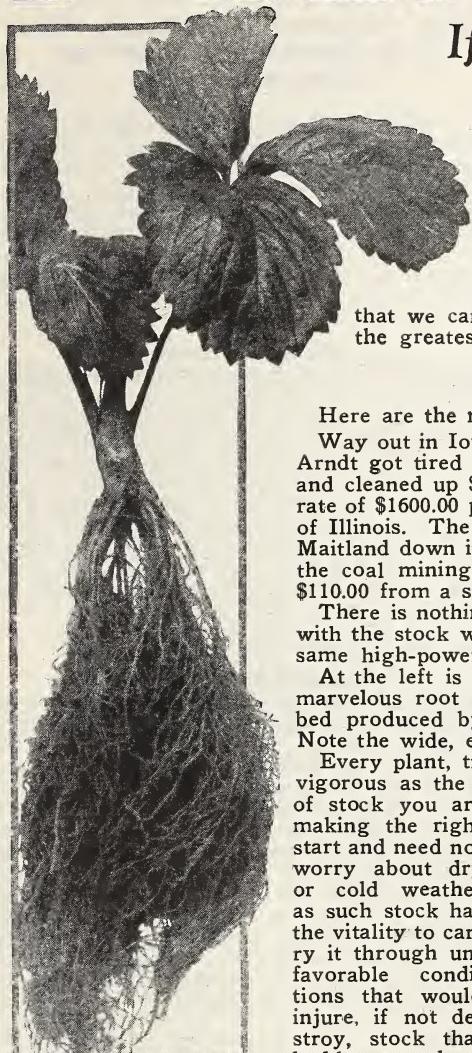
EVEN IF YOU ARE NOT going to order nursery stock this season, it will pay you to read this catalog from cover to cover. You will find many things of interest and if you will glance over our list of varieties you will observe that we are growing and offering only those varieties that can be

depended upon to give absolute satisfaction in all soils and climates. Our land, time and attention, as well as your own, is too valuable to devote to anything that has not proven to be the very best.

MORE THAN 100,000 SATISFIED CUSTOMERS CANNOT BE WRONG. When you plant Emlong stock you are planting the best that money can buy. The folks who started to buy from us years ago are still with us as regular customers, as are many of the largest buyers in the United States—Fruit Associations, Public Institutions, Prominent Nurserymen, Commercial planters, etc. If we can please this careful class of buyers we can please you. We KNOW IT, and a trial order will convince you.

FRUIT \$500⁰⁰ PER PAYS ^{TO} \$1500⁰⁰ ACRE

If You Get the Right Start



Emlong's healthy well-rooted stock gives you the "right start."

that we can be certain that Emlong customers are planting stock of the greatest productive ability.

Here is the Proof

Here are the reports from a few of our customers:

Way out in Iowa "where the West begins and the tall corn grows," Frank Arndt got tired of losing money on corn, planted two acres of Strawberries and cleaned up \$1985.00 the first year. H. H. Krumwiedes, produced at the rate of \$1600.00 per acre. \$2150.00 net from 2½ acres reported C. L. Teckler of Illinois. The ladies, too, are just as successful with Emlong stock—Mrs. Maitland down in Ohio reports her profits as \$1500.00 per acre, and down in the coal mining region of Pennsylvania Mrs. Fred Lee made a profit of \$1100.00 from a small garden.

There is nothing startling about these reports and you can do just as well with the stock we send you this year, as every plant and tree will be of the same high-powered, big-yielding strains that produced the above profits.

At the left is a typical Emlong Strawberry plant. Note the large crown, marvelous root system and healthy foliage. At the right is a Strawberry bed produced by plants of this Perfect Type, five months after planting. Note the wide, even rows with not a plant missing.

Every plant, tree, vine or shrub we send you will be just as healthy and vigorous as the Strawberry plant shown here. When you plant this class of stock you are making the right start and need not worry about dry or cold weather as such stock has the vitality to carry it through unfavorable conditions that would injure, if not destroy, stock that had been carelessly grown, dug and packed.



Index to Emlong's 1930 Catalog

Here is a list of the stock you will find described in this catalog. Every variety offered can be planted with all confidence because we offer nothing until it has been widely and thoroughly tested.

Pages	Pages	Pages			
Asparagus Roots	18	Hedges	45	Strawberries	10-11-12-13-19
Apples	34-35	Home Beautifying Contest	40	Strawberry Gardens	14-15
Blackberries	26-27	Peaches	32-33	Strawberries, Mastodon	1-2
Cherries	31	Pears	36	Shrubs, Flowering	41-42-43-44-46
Collections, Miscellaneous		Plums	39	Shrubs, Collections	17 and 50
Fruit	16-17	Raspberries, Red	21-22-23	Trees, Flowering	44
Collections, Shrubs	17-47	Raspberries, Yellow	20	Trees, Deciduous	48
Dewberries	27	Raspberries, Black	24-25	Vines	47
Evergreens	49	Rhubarb Roots	18	Youngberry Plants (sensational new berry)	20
Grapes	28-29	Roses	54-55		
Gladiolus Bulbs	47				

Emlong Stock Produced

By Modern Methods
and Equipment

Ideal Natural Conditions Plus
Long Experience Result in
Superior Stock



Acres of "tractor high" cover crops and many cars of manure makes our soil rich and productive.



This "Killefer Chisel" pulverizes our fields to a depth of two feet assuring enormous roots.



Spraying

Frequent spraying eliminates insects and disease insuring long life and greater vitality.



Finest Soil in the World

OUR NURSERIES of over 400 acres are located in the very heart of Michigan's Great Fruit Belt in Berrien County, Southwestern Michigan. Our soil is the finest in the world for root growth—a mellow, rich, sandy loam that is high with excellent under-drainage. Every plant, tree, vine or shrub is equipped with a marvelous root system that assures a rapid growth and long life. (You never get sappy, black-rooted stock from us).

Ideal Climate

EMLONG STOCK has an enviable reputation for exceptional hardiness and vigor, and this in a large measure is due to the wonderful climatic conditions we enjoy. Our growing stock is never subjected to severe temperature changes or protracted dry "spells" so common to other sections of the country. A long growing season, frequent rains and an invigorating atmosphere tempered with a Lake Michigan breeze falling gradually to zero or below, late in the Fall, brings our stock to a perfect state of maturity. It will require far less effort for you to succeed with this stock than it would with plants, trees or shrubs that are produced under unfavorable conditions.

Long Experience

HOWEVER, natural advantages alone are not responsible for the super quality of Emlong products, and the success of Emlong customers. We are constantly striving to improve the quality of our stock and the knowledge gained through many years of experience has taught us many ways of doing so. Soil fertilization and preparation, selection and breeding propagating stock, planting, digging and packing for shipment—all mighty important, and while this knowledge and experience has cost us thousands of dollars, it is gladly passed on to Emlong customers in the form of Superior Plants, Trees and Shrubs—and what is so important to you it represents the difference between **SUCCESS** or **FAILURE**.



Continuous cultivation and hoeing our growing stock conserves the moisture necessary to continuous growth. When a plant, tree or shrub stops growing for lack of attention or moisture it is injured, stunted and undesirable. We want you to plant the best and you cannot afford to plant anything else.

Plant This Carefully Grown Stock and Your Success is Assured

**Every Plant, Tree and Shrub 100
Per Cent Pure, Strong and Healthy**

Not Weakened by Fruiting

When you buy from Emlong's you get smooth, clean, well rooted stock that has not been weakened by fruiting. We have never made a practice of digging stock from fruiting fields, as such stock is bound to be weak, inferior in quality and infested with disease. Our Strawberry, Raspberry, Blackberry and other fruit plants are grown for plants only. Fruit trees are budded from bearing orchards. Ornamental stock produced by best known methods of propagation.

Fresh Dug to Every Order

There are no storage cellars on our farms, practically all of the stock is fresh dug as needed. We know that digging the stock is one of the most important of all our operations and we spare no expense in doing this in the most careful and best possible manner. The life of all plants and trees is contained in the roots and we have devised our own methods of digging to get every root and handle everything so carefully that it reaches our packing house in perfect condition.

They Reach You Full of Life

No matter how carefully nursery stock may have been grown or handled, careless packing will injure it in a very short time. Plants and trees are living organisms that eat and breathe, and if they are to reach you in a fresh growing condition they must be packed to conserve every atom of life and vigor. Our famous "round the world packing" delivers the stock to you in perfect condition even though delayed in transit. We have shipped stock to far off Alaska and many foreign countries without injury to root, trunk or branch. Having packed millions of Plants, Trees and Shrubs we should know how to do it best, but the main reasons for our success in this is the fact that we use plenty of damp moss and have the desire to treat every customer as we would want others to treat us.



Millions of Young Healthy Strawberry Plants.



Mosaic Free Red Raspberry Plants "Grown for Plants Only."



Acres of Roses and Shrubbery "The Best That Can Be Grown."



Thousands of Fruit Trees Budded From Bearing Orchards.

Mosaic Free Black Raspberry Plants "Grown for Plants Only"

Every Emlong Customer

Read What These Folks Have To Say

Princeton, Minn.

The Raspberry plants received and they were certainly fine. Have lost only five plants out of 3,000. That is more than I can say about some other plants I got the same day, out of 500 there are only 25 alive.

H. J. HOWELL.

Palo Alto, Calif.

This year I bought several thousand plants all over the United States. Yours were the best of all. The horticultural commissioner of Santa Clara County made the statement that your plants were the finest he had ever seen.

E. M. TOBIN.

St. Paul, Minn.

I have at last found the place to get the right kind of plants. The few bought of you last Spring are the finest I ever set in the ground, every one grew. We had a very dry Spring. Other plants withered and died but Emlong's grew like a weed.

FRED SCHNEIDER.

Salisbury, Mass.

The 4,000 Strawberry plants arrived and wish to inform you that I have been a member of the Massachusetts Department of Agriculture for the past eight years and in the Strawberry business all my life. The stock you shipped me was the best in all respects I have ever received.

F. H. GREELEY.

Corbin, Kansas.

I didn't think there was any difference in strawberry plants. But your Premier produced more and bigger berries and brought better prices than Premier I bought two other places. I intend to refer my friends to you.

A. CADWALADER.

Ohio.

I received the plants you shipped and they certainly look fine. My neighbors are sorry they did not buy from you. They bought from another company and although they cost twice as much they were not half as good.

C. S. WYATT.

Iowa.

Please rush the enclosed order at once. I want these to replace some I bought from another firm. Although they cost four times as much as yours, they all died while every one of yours are growing fine.

CATHARINE HARDEMAN.

Valuable Free Service

Whether You Are an Emlong customer or not, you are welcome to our experience, advice and suggestions. Although we do not pretend to "know it all," long experience has taught us many things about soils, varieties, etc., and we feel that giving advice is just as much a part of our business as growing stock and filling orders.

We Want Everyone to produce Big Crops and Big Profits with Berry Plants and Fruit Trees, and to realize the greatest possible effect and satisfaction with Shrub Plantings. If you are in doubt before or after planting, write us and we will answer your questions to the best of our ability.

"What varieties shall I plant?" "When and how shall I prune?" "When is the best time to plant?" "How about this soil or that soil, which is best?" These questions and hundreds of others are answered by us many times every year.

If You Need or want advice, information or suggestions, write us and your questions will be answered cheerfully and promptly—and when you want good plants, trees or shrubs for your own planting, please remember us with your order. SATISFACTION ABSOLUTELY GUARANTEED.



Your Letters Answered Promptly.

Must Be a Wholly Satisfied Customer

About Emlong Stock, Quality and Service

Big Profits

The 1500 strawberry plants purchased from you last year produced a marvelous crop. We sold 2500 quarts of fancy berries at an average price of \$4.50 per crate. This is at the rate of 10,000 quarts per acre and an income of over \$1600.00.

H. H. Krumwiede, Excelsior, Minn.

A few years ago I sent to you for plants and they were wonderful. They have produced at the rate of over \$1,200.00 per acre. That is one reason why all the people around here are sending to you for plants.

E. E. Meese, Tuscarawas, Ohio.

Your Raspberry plants are just wonderful. The 400 plants made an astonishing growth. We sold \$98.00 worth of berries the first year besides having a generous supply for home use.

Mrs. W. L. Douglas, Greybull, Wyo.

From a patch of berries grown from your plants, less than two-thirds of an acre, we realized a profit of over \$700.00. Your plants are splendid yielders and fruit unusually large.

William Siefers, Davenport, Ia.

Your advice to "get into the fruit business" is right. Without previous experience I planted slightly over two acres to EMLONG'S plants and made a net profit of \$2,150.00. No trouble to make money when you start right.

C. L. Teckler, Crystal Lake, Ill.

Perfect Packing

Have just received my trees and they are in fine shape. You are to be commended for your wonderful system of packing.

Miss Rika Wallen, Fairbanks, Alaska.

Your shipment number 19840 arrived in excellent condition. Your packing was far superior to that of shipments received from several other nurseries this season.

Wm. H. Comstock, Spring Valley, Minn.

I am pleased with the way you pack your trees for shipment. You are not afraid to use moss and moisture. Trees received from another nursery were all dried out.

F. J. Miles, Bellaire, Mich.

Received the plants in splendid condition. Your plants were packed better and they were more fresh than any plants I have ever received. They could have made a trip around the world.

C. E. Smith, Eldon, Mo.

Wonderful Roots

The plants you sent me were the finest I have ever seen. I buy from 12,000 to 18,000 plants every year and am so well pleased with your heavy rooted stock that you will get all of my future orders.

A. B. Robertson, Wellsville, N. Y.

Stock received and all set out. It is the best rooted stock ever received from any nursery and I will guarantee every one to grow. Every one was large, fresh and good count.

C. J. Morgan, Woodland, Mich.

Order received and am more than pleased. Everything in perfect shape and had the best roots I ever saw. They are sure growing nice.

L. D. Carter, Carterville, Ill.

Order received and everything planted. To say that we are pleased does not express it. Received trees and shrubs from several nurseries this Spring but yours were by far the largest and best rooted of all.

W. A. Palmer, Grantsburg, Wis.

I must let you know that I received my strawberry plants in wonderful condition, and that I have never planted anything that started to grow so quick. They have several leaves and a few buds already. They just can't help it with roots such as they have. Needless to mention I am more than pleased because I have at last found a place to buy dependable plants and trees.

Walter H. Maas, Oroville, Calif.

Prompt Service

Thanks very much for your prompt shipment and generous count. They are the finest plants we have ever planted. We know now where we can really get our money's worth.

John Tosetto & Son, Canon City, Colo.

We received the nursery stock in fine condition, and are well pleased. We sure appreciate your prompt service.

T. Boulware & Son, Molino, Mo.

I wish to thank you for giving my order such prompt and careful attention. Everything arrived in perfect condition and every plant is growing.

Bruce Edwards, Perrysville, Ky.

Thanks very much for your promptness in filling my order. They are the finest and strongest looking plants I ever received and ought to be able to do wonderful with them.

F. O. Gessner, Forest Lake, Minn.



EMLONG'S BIG YIELDING *The Result of more than* WILL GROW and PRODUCE

PREMIER EXTRA-EARLY

In Premier we offer you the greatest extra early Strawberry of all time. However, the early ripening of this variety is only one of its many good features. It is immensely productive and unlike other early ripening Strawberries the fruit produced by Premier is of the very finest quality, color, texture and flavor; and last but not least, every berry is large in size and uniform in shape. For every purpose that a Strawberry is wanted, Premier is supreme—eating, canning, preserving, local and distant market—no other variety can give you any more pleasure, satisfaction or profit. Premier succeeds everywhere and never fails to give a big crop of the very finest berries. It is frost-proof, drought-proof, and even fool-proof—producing its customary big load of fruit even under the most unfavorable conditions. The foliage is tough and healthy and grows tall and rank, covering the blossoms and berries and protecting them from frost and scalding sun. From every angle, Premier is solid gold, 18-karat, true-blue and will make big money for you.

Prices on page 53.

SPECIAL DISCOUNT FOR
EARLY ORDERS. SEE
PAGE 51.

DR. BURRILL MID-SEASON

Perhaps the best recommendation we can give Dr. Burrill is to tell you that it is superior to Dunlap, the old-time favorite. In manner of plant growth the two are nearly identical, but Dr. Burrill produces larger berries and more of them, and is claimed by many to ripen a few days earlier. If you are looking for a really dependable variety—one that will produce profitable crops even under trying conditions—then plant Dr. Burrill. The plants are medium in size, deep rooted and exceptionally vigorous and healthy. Immensely productive. The berries are second to none in matter of quality, flavor, appearance and shipping qualities. A wonderful canning and eating variety. For prices see page 53.



Dr. Burrill.

THE ABOVE VARIETIES ARE PERFECT FLOWERING AND CAN BE GROWN ALONE

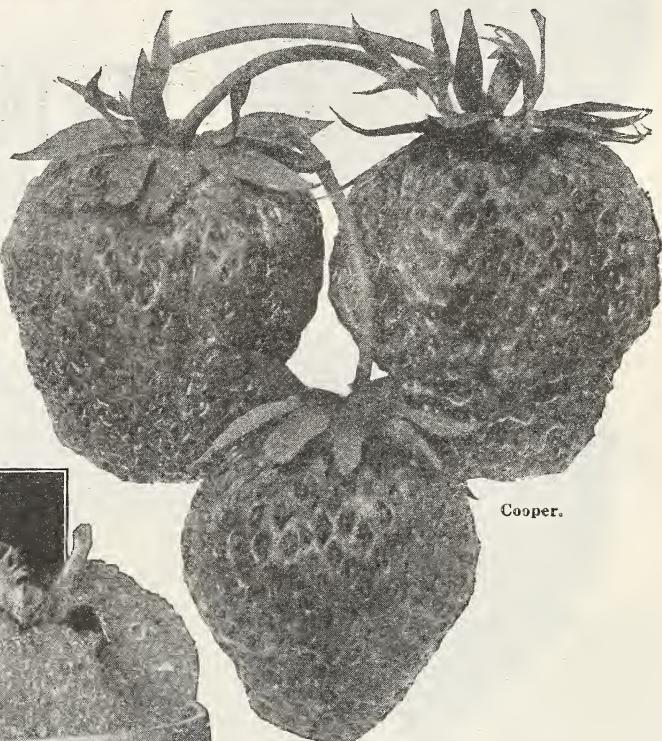
STRAWBERRY PLANTS

50 Years Berry Growing Experience
BIG CROPS and BIG PROFITS FOR YOU

COOPER MID-SEASON

"The Strawberry With a Different, Delicious Flavor." Cooper is the elephant of the Strawberry family as it produces bigger berries, sweeter berries,

ries and more of them than any other variety. Introduced by us in 1922 it has become popular with little and big Strawberry growers, East, West, North and South. It has no preference for soil or climate, but adapts itself readily to all conditions. For home use Cooper is in a class by itself, and no other variety will make more crates or more dollars for commercial growers. Ripening in mid-season with Gibson and Dunlap, Cooper is bearing heavily after these varieties are gone. The long fruiting season is due to the exceptional vigor of the plant—the long roots going down and down after moisture, carrying every berry to perfect maturity. The last berries are just as large as the first, 18 to 30 filling a quart box and many of them measuring 5 inches around. To know the full meaning of Strawberry satisfaction, plant Cooper this Spring. But—make sure you are planting the original Emlong Big Yielding Strain. For prices see page 53.



Cooper.



Pearl.

PEARL EXTRA-LATE

This extra late variety completes the circle we have been working on for so many years—a late Strawberry that could be depended upon to produce quality and quantity—a

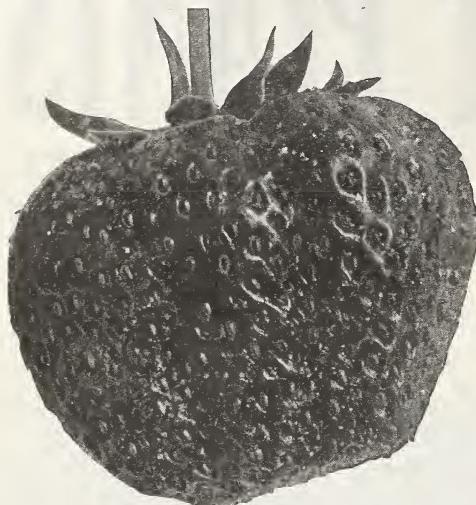
big paying crop regularly, under all conditions. Whether you are growing Strawberries for home use or for market a long fruiting season is desired and when you plant Premier, Cooper and Pearl you are planting the most profitable and longest-fruiting combination it is possible to obtain. Because of its late blooming season

Pearl is the ideal variety for frosty locations. The immense foliage gives ample protection to both the bud and fruit. During our tests with this variety it has proven equally desirable for light or heavy soil; prolific in plant as well as fruit, it makes an ideal fruiting row under all conditions. The berries are large, uniform, solid and red clear through, and very attractive, with excellent flavor. Pearl prolongs your season and increases your profits; extra late berries always bring fancy prices. For prices see page 53.

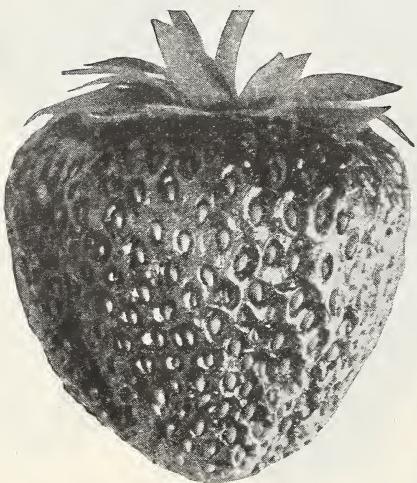
THE ABOVE VARIETIES ARE PERFECT FLOWERING
AND CAN BE GROWN ALONE

COMPLETE PLANTING INSTRUCTIONS SENT WITH EACH ORDER.

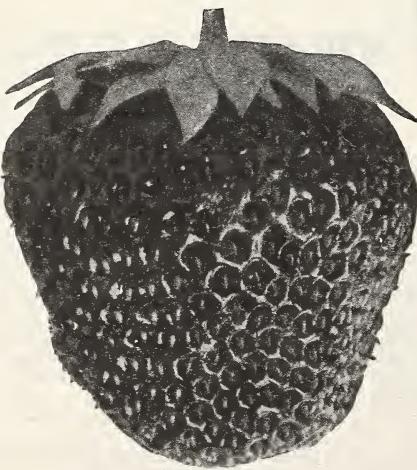
Three Old Favorites



Aroma.



Gibson.



Sen. Dunlap.

This late Strawberry has long been a favorite market variety in Tennessee, Missouri and Arkansas, but is grown with equal success in every other part of the country. Usually commanding premium prices on all markets, it is one of the greatest of long distance shippers, owing to the supreme quality of the berries. It is also highly desirable and suitable for home use as there is something undescribably rich and pleasant about the flavor that commands the admiration of all. For prices see page 53.

AROMA LATE

SEN. DUNLAP MID-SEASON

produce a big crop of fine fruit, with but very little attention—plant Senator Dunlap. For home use this variety is unsurpassed, fresh from the vines. Canned or preserved Dunlap is equally delicious. For prices see page 53.

Gibson has long been a favorite with commercial growers everywhere. It is not only a heavy cropper but a sure cropper—in fact, during our many years acquaintance with Gibson we have never known it to fail to produce a profitable crop. The plants are large and healthy; foliage strong, upright and abundant. Fruit is of the very finest color, quality, flavor and appearance, selling well on any market and mighty fine for home use. For prices see page 53.

GIBSON MID-SEASON

How to Grow Strawberries

Any soil that will produce garden truck or ordinary farm crops is suitable for Strawberries. Prepare it the same as you do for garden seeds or other crops. The best fertilizer is well rotted stable manure, plowed or spaded under before the plants are set. The proper time to plant is April or May. For field culture the plants should be set 18 inches apart in the row with the rows $3\frac{1}{2}$ ft. apart. This requires about 8,000 plants per acre. For garden culture they can be planted closer. In setting the plants use a spade to make an opening in the soil deep enough and wide enough to readily receive the roots. The crown of the plant should be even with the top of the soil and the roots spread fan shaped (see illustration at bottom of page), then press the dirt firmly on both sides of the plant with hands or feet. Remove the blossoms as fast as they appear until July. Hoe and cultivate at frequent intervals to destroy weeds and conserve moisture, nothing more is necessary. You will find it an easy matter to produce BIG CROPS with Emlong's plants because the big crops are there before you get them.



THE ABOVE VARIETIES ARE PERFECT FLOWERING AND CAN BE GROWN ALONE.

Big Cash Profits and a Cash Prize for a Little of your Spare Time

Emlong customers everywhere are making big money in the berry and fruit business. Look over the fields of strawberries pictured below and you can understand why these folks made so much money.

Every Emlong plant or tree comes to you ready to grow and produce big crops of first quality fruit, because we have selected only the heaviest fruiting types for our propagating fields, all weak and unproductive specimens have been eliminated. Our time and your land is too valuable to devote to anything that will not produce a big crop of 100% perfect fruit.

The Big Crops and Big Profits realized by Emlong customers are simply due to the fact that we have applied the same methods to Nursery Stock that Poultrymen have to their flocks—namely selection, restriction and breeding—the big crops are bred into our plants before you get them.

Plant One of These Strawberry Demonstration Blocks This Spring and See for Yourself



E. J. Bucklin of Summerton, Mo., realized a profit of \$2,370.00 from 2½ acres of Emlong Strawberries.

Plants Free to Prize Winners

You cannot lose in this contest because you are certain of a big cash profit from your berries and in addition can win a cash prize equal to more than the price of the plants.

Just fill out and mail the coupon, the plants will be reserved for you and shipped at proper planting time carefully cleaned and trimmed for setting.

After the 1931 fruiting season mail us your report of total number of quarts harvested and average price received. To those growing the most quarts prizes will be awarded as follows:

Acre Collection Prize, \$52.50; Half Acre Prize, \$25.50; Quarter Acre Prize, \$13.50; Eighth Acre Prize, \$8.50.



The profits of C. L. Teckler, Crystal Lake, Ill., was better than \$1000.00 per acre.

These collections are arranged to give you the greatest possible profit—a Big Crop of Extra Fancy Berries over a long season.

THE ACRE COLLECTION

4000 PREMIER, Extra Early	\$26.65
2000 GIBSON (or Other Midseason)	9.30
2000 PEARL (or Aroma Late)	15.30

SPECIAL PRICE, \$48.75

\$51.25

HALF ACRE COLLECTION

2000 PREMIER, Extra Early	\$13.30
1000 GIBSON (or Other Midseason)	4.65
1000 PEARL (or Aroma Late)	7.65

SPECIAL PRICE, \$23.65

\$25.60

QUARTER ACRE COLLECTION

1000 PREMIER, Extra Early	\$6.65
500 GIBSON (or Other Midseason)	2.50
500 PEARL (or Aroma Late)	3.85

SPECIAL PRICE, \$11.85

\$13.00

EIGHTH ACRE COLLECTION

1000 Plants—500 Premier, 250 Pearl, 250 Gibson. SPECIAL PRICE, \$7.95.	
--	--



Bennet & Son of Adrian, Mich., are boosters for Emlong stock. Premier yields at rate of 12,000 quarts per acre.

Join the Moneymakers—Mail Coupon Today.



HENRY EMLONG & SON,
Stevensville, Michigan.

Amount
Enclosed

Name

Address

Please enroll me as a member of your Demonstration Block Contest in the size checked (X) below. You are to send me the plants at planting time, cleaned and trimmed for planting.

- | | |
|--|--|
| <input type="checkbox"/> Acre Size, 8,000 Plants. | <input type="checkbox"/> ½ Acre Size, 4,000 Plants. Price .. \$23.65 |
| <input type="checkbox"/> Price \$48.75 | <input type="checkbox"/> ½ Acre Size, 1,000 Plants. Price .. \$7.95 |
| <input type="checkbox"/> ¼ Acre Size, 2,000 Plants. Price .. \$11.85 | <input type="checkbox"/> ⅛ Acre Size, 1,000 Plants. Price .. \$7.95 |

Emlong's Strawberry Gardens

FRESH BERRIES, TWO CENTS PER QUART

Why pay a big price for berries, or worse still, why do without when you can grow your own for a cost of less than 2c per quart, plus just a little bit of your spare time. Nearly every mail brings us letters from happy, satisfied customers telling of the wonderfully delicious berries and big crops their gardens have produced.

NO EXPERIENCE REQUIRED

Plant one of these fine gardens this Spring and see for yourself how easy it is to have a big supply of fresh berries for your table. The Big Crops are in the plants we send you and they will get right to work for you. These gardens are composed of our finest varieties and arranged to fruit from early to late.

\$50 in CASH PRIZES

\$25.00 FOR BEST PHOTOGRAPH: Another cash prize of \$25.00 will be awarded to the person sending the best photograph of any one of the gardens.

Photographs and reports must reach us on or before September 1st, 1931.

Does It Pay—Read These Letters

A 650-QUART GARDEN

Waynesboro, Pa.

Last Spring I bought your Prize Winner garden. This year I picked from the 300 plants 650 quarts of beautiful berries, which I sold at 30c per quart. A profit of \$195.00 from an investment of only \$4.50. People came from miles around to see the wonderful plants and berries.

W. R. SPRENKLE.

200 PLANTS—255 QUARTS

La Grange, Mo.

I was surprised to learn how easy it is to grow berries. The 200 plants I bought of you all lived but two. The first season they produced 255 heaping quarts of the finest berries I ever saw. I never grew berries before and my little patch was the "talk" of the old home town.

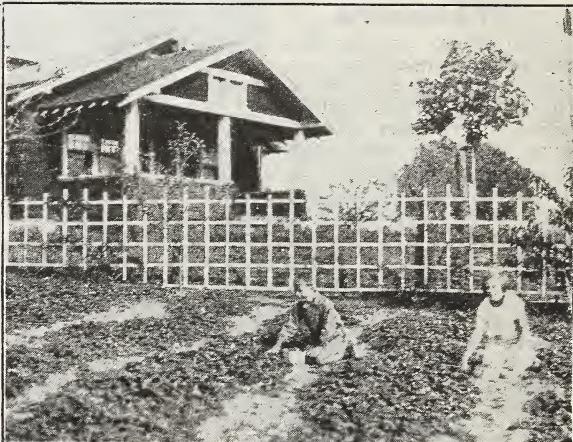
J. O. YAGER.

Emlong's Back Yard Garden

If you have only a small space available, this collection will give you a fine Strawberry garden. Can be planted in a plot 20 x 20 feet square, and will assure you a big supply of delicious fruit from early to late during the Strawberry season.

50 PREMIER	\$0.80
50 DR. BURRILL65
50 PEARL90
50 GIBSON50
	\$2.85

Special Price, only \$2.35



Emlong's Suburban Garden

A cash profit of \$104.00, in addition to supplying berries to a family of five is what the Suburban garden did for Mrs. E. C. Knowles of Nebraska. She says, "No American family can afford to be without an Emlong Strawberry Garden."

This garden consists of the following:

50 SENATOR DUNLAP	\$0.50
50 PREMIER80
50 GIBSON50
50 AROMA65
50 HARVEST KING	1.05

\$3.50

Special Price, only \$3.10

Have Your Own Berries Free and a Cash Profit Besides

Emlong's Combination Garden

Plant our Combination Garden this Spring and you can have berries in September, October and November. Next year you will have plenty of berries during the regular Strawberry season and then more berries in the Fall.

50 PREMIER	\$0.80
50 DR. BURRILL65
50 PEARL90
100 PERFECTED MASTODON..	2.75

\$5.10

Special Price, only \$4.45



Emlong's Big Four Garden

Here are the four varieties that have made Strawberry growers independent. An ideal fruiting combination that will give you a continuous supply of finest quality berries from extra early to extra late. A year-round supply of berries for the largest family.

100 PREMIER	\$1.25
100 DR. BURRILL	1.05
100 PEARL	1.40
100 COOPER	1.65

\$5.35

Special Price, only \$4.65

Emlong's Money-Maker Garden

You will find this garden to be a BIG MONEY MAKER as well as a BIG MONEY SAVER. If you want berries for home use only, order a smaller collection, but if you have no objection to making a BIG CASH PROFIT besides, plant this money making combination.

100 PREMIER	\$1.25	100 PEARL	1.40
100 DR. BURRILL	1.05	100 HARVEST KING	1.65
100 GIBSON85		\$6.20

Special Price, only \$5.50

STRAWBERRY GARDEN COUPON

Check
and
Mail
Coupon
Today

HENRY EMLONG & SON,
Stevensville, Michigan.

Amount
Enclosed

Please reserve and send to me at proper planting time, cleaned and trimmed for planting, the Strawberry Gardens checked (X) below. Also enroll me in the \$50.00 contest—\$25.00 for best yield and \$25.00 for best photograph.

- | | | | | | | | | | | | | | | |
|---|---|--|--------|--|--|--|--------|---|---|--|-------------|--------|-------------|--------|
| <input type="checkbox"/> Back Yard Garden | <input type="checkbox"/> Suburban Garden | <input type="checkbox"/> Big Four Garden | | | | | | | | | | | | |
| Price | \$2.35 | Price | \$3.10 | | | | \$4.65 | <input type="checkbox"/> Combination Garden | <input type="checkbox"/> Money-Maker Garden | | Price | \$4.45 | Price | \$5.50 |
| | | | \$4.65 | | | | | | | | | | | |
| <input type="checkbox"/> Combination Garden | <input type="checkbox"/> Money-Maker Garden | | | | | | | | | | | | | |
| Price | \$4.45 | Price | \$5.50 | | | | | | | | | | | |

My Name

Address

Emlong's Fruit Collections

for Fruit Loving Folks

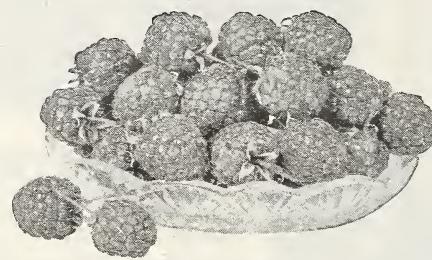


Raspberry Collection No. 18

12 Latham Red	\$1.00
12 Victory Red85
12 Cumberland Black75
12 Winfred Black90

\$3.50

Sp'l Price, \$2.85

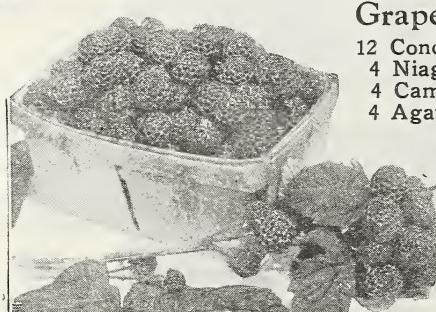


Assorted Fruit Collection No. 20

12 Alfred Blackberry	\$1.00
12 Latham Raspberry	1.00
12 Cumberland Rasp. Black75
6 Concord Grape50

\$3.25

Special Price, \$2.65



Bearing-Age Berry Bushes

This is extra large, two-year-old stock that will bear this year. However, for best results we advise cutting off the stalk near the ground after planting, as this will assure a full crop of fruit next year.

RED RASPBERRY COLLECTION NO. 22

12 Latham	\$1.50
12 Cuthbert	1.00
12 Early King	1.00
12 St. Regis	1.25

\$4.75

SPECIAL PRICE, \$3.15

ASSORTED FRUIT COLLECTION NO. 24

25 Latham Red Raspberry	\$2.25
25 Cumberland Black Raspberry ..	2.35
25 Alfred Blackberry	3.25

\$7.85

SPECIAL PRICE, \$5.65



ORDER WITH THIS COUPON.

Check
and
Mail
Coupon
Today

HENRY EMLONG & SON,
Stevensville, Michigan.

Please reserve and ship to me, all trimmed and cleaned for planting,
the following collections: (Order by Number).

Fruit Collections Number

Dollar Bargains Number

My Name

Address

Amount
Enclosed

Delicious Home Grown Fruit

for Less Than 10c per Bushel

Apple Collection No. 26

- 2 Early Harvest, Summer
 - 2 Grimes Golden, Fall
 - 2 Jonathan, Winter
 - 2 Delicious, Winter
 - 2 McIntosh, Winter
- 10 FIRST CLASS TREES

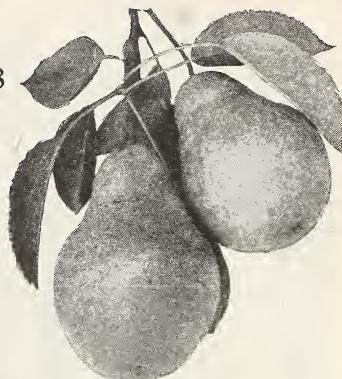
\$2.85

Peach Collection No. 28

- 2 Elberta
- 2 Belle of Georgia
- 2 J. H. Hale
- 2 Crawford Late
- 2 Rochester

10 FIRST CLASS TREES

\$2.65



Cherry Collection No. 30

- 1 Montmorency
- 1 Early Richmond
- 1 Black Tartarian
- 1 Schmidt
- 1 Napoleon

5 FIRST CLASS TREES

\$2.25



Plum Collection No. 32

- 1 Abundance
 - 1 Monarch
 - 1 Burbank
 - 1 German Prune
 - 1 Yellow Egg
- 5 FIRST CLASS TREES

\$1.95



Ornamental Shrubbery

- Bargain No. 38—2 Hydrangea P. G., and 6 Spirea Van Houttei. \$1.00.
- Bargain No. 40—4 Japanese Barberry, and 2 Butterfly Bush. \$1.00.
- Bargain No. 42—1 Bechtel's Double Flowering Crab and 1 Red Althea. \$1.00.
- Bargain No. 44—1 Syringa (Mock Orange), and 1 Snowball Bush. \$1.00.
- Bargain No. 46—1 Purple Lilac, 1 Forsythia, and 1 Deutzia, Pride of Rochester. \$1.00.
- Bargain No. 48—5 Japanese Barberry, and 1 Spirea Anthony Waterer. \$1.00.
- Bargain No. 50—18 California Privet. \$1.00.
- Bargain No. 52—12 Spirea Van Houttei. \$1.00.
- Bargain No. 54—15 Amoor River Privet. \$1.00.
- Bargain No. 56—1 Hydrangea P. G., 1 Butterfly Bush, 1 Snowberry. \$1.00.

Peach and Apple Collection No. 36

- 2 Grimes Golden Apple
- 2 Delicious Apple
- 2 Elberta Peach
- 2 Rochester Peach
- 2 Early Harvest Apple

10 FIRST CLASS TREES

\$2.75

Pear Collection No. 34

- | | |
|------------|--------------------|
| 1 Bartlett | 1 Clapp's Favorite |
| 1 Seckel | 1 Kieffer |
| 1 Sheldon | |
- 5 FIRST CLASS TREES

\$1.95

Emlong's Dollar Bargains

A dollar order will convince you of the super quality of Emlong Stock. The extra quality of our plants, trees and shrubs is our best means of advertising. When you buy from Emlong's you get the best that can be grown, because we do not have any other kind. Make your selection and mail coupon today, because the stock we have reserved for these collections will go fast at these prices.

Fruit Trees and Plants

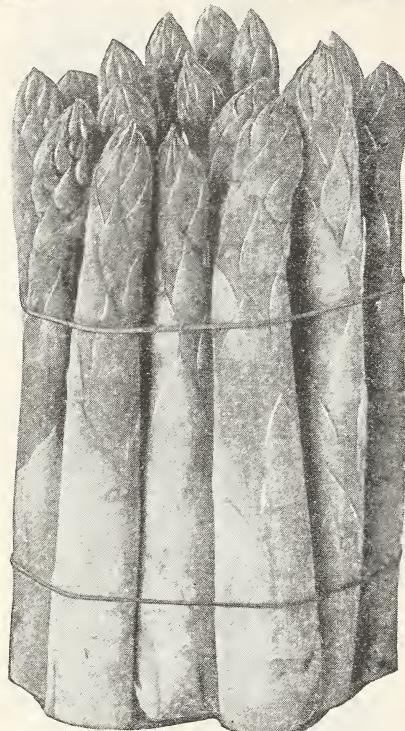
- Bargain No. 58—4 Peach Trees, 1 each: Elberta, Hale, Rochester, Wilma. \$1.00.
- Bargain No. 60—4 Apple Trees, 1 each: Delicious Jonathan, Grimes Golden, Northern Spy. \$1.00.
- Bargain No. 62—1 Elberta Peach, 1 Hale Peach, 1 Delicious Apple, 1 Jonathan Apple. \$1.00.
- Bargain No. 64—1 Delicious Apple, 1 Bartlett Pear, 1 Montmorency Cherry. \$1.00.
- Bargain No. 66—15 Bearing Age Early King Raspberry plants. \$1.00.
- Bargain No. 68—12 Bearing Age Latham Raspberry plants. \$1.00.
- Bargain No. 70—15 Bearing Age St. Regis Raspberry plants. \$1.00.
- Bargain No. 72—15 Eldorado Blackberry plants. \$1.00.
- Bargain No. 74—15 Cumberland Black Raspberry plants. \$1.00.
- Bargain No. 76—50 Premier and 50 Senator Dunlap Strawberry plants. \$1.00.

Emlong's Choice Asparagus

The Famous Washington

Plant This Pedigreed Strain

There is no Variety of Asparagus as good as Washington, and whether you are growing for home use only or for market, you cannot afford to grow any other. This wonderful new Asparagus was developed and introduced by the United States Department of Agriculture, and although it is just a recent introduction, it has become famous the country over.



Washington Asparagus.

in this trench, spread the roots, then cover with two inches of soil, when the new growth comes through fill in two more inches and continue until trench is full. For garden culture Asparagus may be planted 18 inches apart each way, but for field culture plant two feet apart in the row with the rows four feet apart. Do not cut stalks the first year. Plant our Extra Select Roots and you will have Asparagus the second year.

PRICE EXTRA SELECT ONE-YEAR ROOTS:

	25	50	75	100	200	300	1000
\$0.65		\$1.05	\$1.45	\$1.85	\$3.25	\$4.20	\$9.65

EXTRA LARGE "JUMBO" ASPARAGUS ROOTS

	25	50	75	100	200	300	1000
\$1.25		\$2.00	\$2.65	\$3.20	\$5.50	\$7.50	\$22.50

Delicious Peach-Flavored Rhubarb

Rhubarb is another big money maker because it provides material for early Spring pies and fresh table sauce. It is also extra fine for canning. Emlong's Extra Select Roots planted this Spring will give you a big supply of this early "fruit" next Spring.

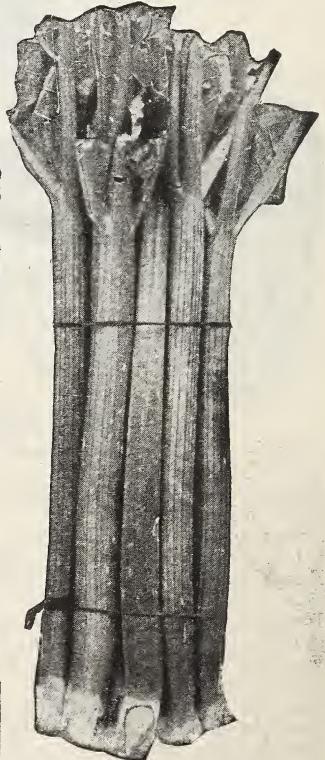
This fine new variety differs greatly from the old "pie plant," and the stalks are extra large, very tender, with a mild flavor. Yields abundantly and much earlier than the old common sorts.

Plant and grow rhubarb just the same as Asparagus.

PRICES EXTRA LARGE SELECT ROOTS

	6	12	25	50	75	100	250	1000
75c		\$1.25	\$1.85	\$3.50	\$4.75	\$6.00	\$13.50	\$50.00

You can't get "something for nothing" so don't be fooled by low prices. The few cents extra you pay for QUALITY will be returned to you many times in better yields and more profit.



Peach-Flavored Rhubarb.

SPECIAL DISCOUNT FOR EARLY ORDERS—SEE PAGE 51.

HARVEST KING

The King of ALL
June Bearing Strawberries

The Greatest Canning Berry on Record

HARVEST KING not only excels in a commercial way, it is also in a class by itself for those wishing to grow Strawberries for home use only. In addition to the heavy fruiting quality, which assures a generous supply of berries from only a small planting, the attractive deep red color, delicious flavor, and large size will give you greater pleasure and satisfaction than you have ever known before. As a canning berry HARVEST KING stands supreme, requiring less sugar than any other variety, retaining their original fine flavor and appearance even after cooking. No matter what your requirements in a Strawberry may be, HARVEST KING will fill the bill. You will learn this to your complete satisfaction after you grow it, as you eventually will. It is the real MONARCH of all June-bearing Strawberries—past, present or future.

Rugged Vitality Assures Big Crops Under All Conditions

Probably the one greatest outstanding feature to make HARVEST KING the leader of all June-bearing Strawberries is the unusual vitality of the plant. During our exhaustive tests with this variety it has been subjected to all manner of hardship and adverse conditions, yet it has never failed to make a heavy, uniform fruiting row and produce an enormous crop of finest quality fruit.

A Fancy Berry Com- manding Premium Prices

To illustrate the superior color, quality and attractiveness of HARVEST KING we need only state conditions on the Detroit market last Spring.

When such varieties as Gibson, Dunlap, etc., were selling for \$3.50 to \$5.00 per 24-quart crate, HARVEST KING were snapped up readily at \$7.00, buyers are willing to pay for quality and you will find an eager market for all of the HARVEST KING you can produce for many years.

Late Blooming Season Defies Spring Frosts

Originating in Northern Michigan where late Spring frosts are common and Summers short, HARVEST KING protects itself by blooming late and then maturing the fruit rapidly to ripen with Gibson, Dunlap and other midseason sorts. It is an ideal companion for Premier as you will be in position to supply your customers with fancy berries late into the season. The berries greatly resemble Premier in size, color, shape and quality.

Heaviest Bearing of All Commercial Varieties

Even much more productive than Premier, Gibson, Dunlap or Dr. Burrill. When you first see HARVEST KING plants bearing, you will marvel (as we did) at the enormous load of big red beauties produced by every plant. It is a perfect flowering or male variety and can be grown alone. Foliage is healthy and abundant, giving ample protection to both bud and fruit. Fruit stems are semi-rigid, assuring clean fruit with lustrous color.

(Prices on page 53)





The Delicious New Youngberry

Here is something vastly different than any fruit you have ever grown before. The Youngberry, while a comparatively new variety has been grown in trial plots in practically every state in the Union long enough to prove its value both for home use and commercial purposes.

All the leading Fruit Growers' Journals and Agricultural publications have carried articles commenting very favorably upon its many points of merit, and in our own trial plot over a period of four years, the Youngberry has convinced us that it creates a new source of big profits for fruit growers.

This new berry is the result of scientific crossing of the Dewberry with the Loganberry and resembles these parents in manner of growth; however, it is more

a wide range of soils and climatic conditions.

In productiveness the Youngberry has no equal in the whole berry family—218 plants having produced the phenomenal yield of more than 2,500 quarts of fruit in a single season.

The fruit can best be described by saying that it incorporates the tart sweetness of the strawberry, pleasant flavor of the Red Raspberry, juiciness of the Grape, jelling and canning qualities of the best Blackberries.

The above qualifications certainly make the Youngberry one of the most desirable of all fruits to grow and you will be more than pleased if you are one of the first to plant this great berry.

Our stock of Youngberry plants this season is very limited and plants will be reserved as ordered.

Price of Youngberry; 6 plants \$1.35; 12 plants, \$2.25; 25 plants, \$3.75; 50 plants, \$6.85; 100 plants, \$12.50.

Emlong's Golden Queen A Fine Pie, Table and Canning Berry

As a table delicacy and for eating fresh from the vines the Raspberry probably has no equal and if you are a lover of this fine fruit you should by all means include Golden Queen in your order this Spring. The unusual charm and individuality of these rich golden berries will be a real pleasure highly prized and remembered long after the Raspberry season is over.

In manner of plant growth and size and shape of berry, Golden Queen is almost identical with Cuthbert. It is absolutely hardy, a fine, upright grower, highly resistant to all insects and diseases. The canes are smooth and almost thornless. In productiveness, Golden Queen compares favorably with the best of the red varieties.

The berries are really beautiful as they are a rich golden yellow, sometimes tinged with pink. Golden Queen will prove to be an unusually desirable variety for table use, pies or canning, as the berries possess a peculiarly delicate flavor not found in any other Raspberry.

Price of Golden Queen: 6 plants, \$1.00; 12 plants, \$1.75; 25 plants, \$2.50; 50 plants, \$4.00; 100 plants, \$7.50.



Golden Queen.

EMLONG'S LATHAM

THE GREATEST RED RASPBERRY OF ALL TIME!

A Supreme Success

Latham has proven itself to be not only the most popular and profitable Red Raspberry of today but of all time. It thrives beautifully in every part of the country, even in locations where Raspberries could not be grown before. Grown on the same soil as any other variety, it will outclass them in every respect. Never before has any Red Raspberry called forth so much favorable comment from horticulturists and Government Experiment Stations. And WHY—

THE FRUIT IS BEAUTIFUL, commanding attention whenever seen on the bushes or on the market. Latham berries in our fields have grown to an inch or more in diameter, well covering a silver quarter. In color, it is darker than any other red variety, each berry matures to a uniform size and color and clings tenaciously to the stem for several days after fully ripe. This feature is very commendable, as many Red Raspberries become soft and drop to the ground quickly after ripening. Note the number of berries required to top a pint box in the crate pictured to the right. Did you ever see such Raspberries before?

Latham **QUALITY** is **SUPERB** in every way. The fruit is firm, making it a great canning, marketing, and shipping variety. The flavor is rich and sweet, and it requires very little sugar. Thousands of enthusiastic Emlong customers have written us, describing the dependable and marvelous qualities of Latham berries.

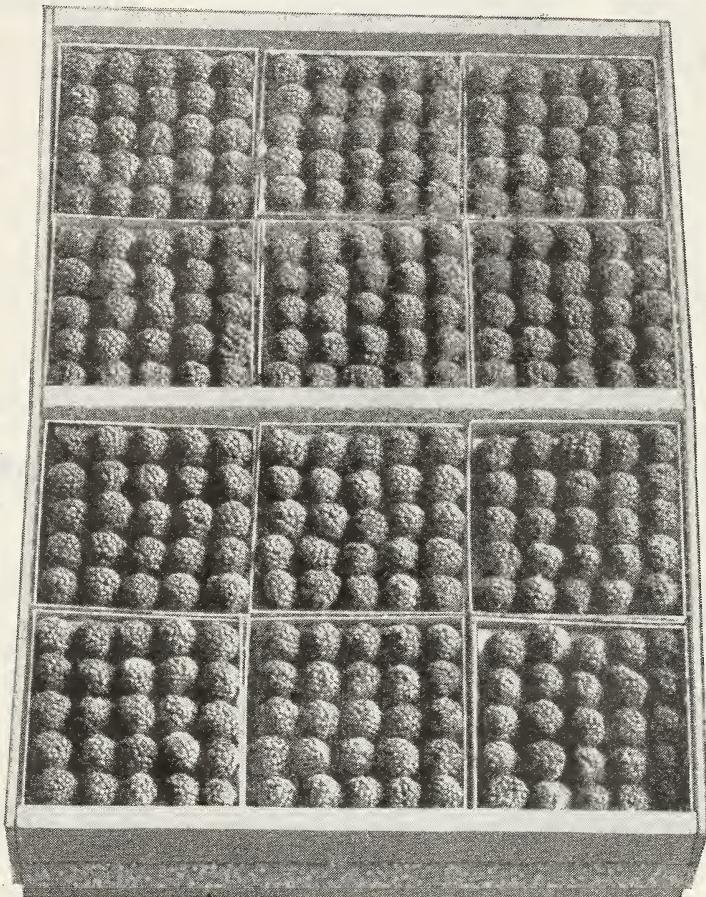
In **PRODUCTION** no other variety of Red or Black Raspberry we have ever grown could approach Latham. You cannot believe until you see for yourself what tremendous loads of heavy clusters the canes support. The crate of berries pictured is one picked from a three-year-old test plot of Latham, which produced at the rate of 10,850 pints of berries. Other varieties grown in the same plot produced only 5,025 to 7,296 pint boxes from the same number of plants. If Latham outyields other varieties 30% to 100%, can you afford to delay getting started with this variety?

Latham commences to bear early in June in most localities, and continues well into the Fall. In fact, one of our customers in Illinois states that Latham is practically Everbearing, for his bushes produced berries throughout the Summer and Fall. The canes commence to bear young, and if you plant our heavy rooted, Mosaic-free stock this Spring you will have berries this Fall.

Vineland, N. J.

".....I wish to mention the fine vigor of the Latham and Alfred plants which you sent me. I had Raspberry Transplants from several different firms, but yours are in a different class altogether."

T. O. CHISHOLM.



A Crate of Latham Beauties.

You will find it a **PLEASURE TO GROW** Latham, as the exceptional vigor and vitality of the plants make them easy to grow. You may plant our strong stock of Latham on any ordinary soil and we know that you will be surprised and astonished at the growth they make within a few weeks time. They commence to bear young and continue for many years. Emlong's Latham will produce more berries for a small amount of work than anything else you can plant.

PROFITS ARE ASSURED if you grow Latham, because when you have summed up the qualifications enumerated above, you will agree that nothing else can be desired in a Red Raspberry. The mammoth berries never fail to command at least a dollar a crate more than any other variety on the market. From far south to the Canadian boundary progressive growers are planting Latham. The canes are **PERFECTLY HARDY** and you need not hesitate because of soil or climate.

(Prices—One-year plants, page 53; transplants, page 23).

COMPLETE PLANTING INSTRUCTIONS SENT WITH EACH ORDER.

Emlong's Double Life



Victory
Red Raspberries.

We Are the World's Largest Growers of Raspberry Plants

The big demand for Emlong's Famous Double-Life, Disease-Free Raspberry plants has made us the world's largest growers of this class of stock. We grow from 50 to 75 acres of Red and Black Raspberry plants every year, right on our own farms, and if you could examine our young stock which is grown for plants only you would know why this young, healthy, thrifty stock is so vastly superior to plants that are dug from just "any Raspberry field."

It is not unusual for Emlong Raspberry plants to produce berries the same year planted. They have the heavy, balanced root growth and stocky tops that gives them all the pep to start growing immediately and keep growing. A good Raspberry field should produce profitable crops for ten or twelve years—BUT—you cannot get these results with cheap and carelessly grown planting stock.

Emlong plants are grown right, handled and packed right, and Guaranteed to be true-to-name and disease-free.

EMLONG'S TRUE-TO-NAME Victory

Victory is a Red Raspberry that seems to possess every requirement of a commercial variety. The berries are extra large, beautiful dark red, firm, sweet and of delicious flavor. The appearance and quality of the fruit makes it a real money maker on the market, a general favorite for home use. Has excellent shipping qualities. The canes are strong and vigorous, well able to carry the tremendous loads of fruit which they produce. It is remarkably disease-resistant, and this one feature alone would make it worth while. Having originated in Northern Michigan, Victory is extremely hardy. Prices on page 53.

EMLONG'S TRUE-TO-NAME Cuthbert

An old and reliable variety that has proven the main money-maker for Raspberry growers in many sections of the country for years. The fruit is large, well colored, of superb flavor and quality. We can recommend Cuthbert as an all-around berry either for home use, canning, local market or shipping.

The canes are perfectly hardy, foliate healthy. Bushes are large and very productive. A four-acre field of Cuthbert has been known to produce 1,240 24-pint cases in a season. Cuthbert sets the standard by which other Red Raspberries may be judged. Prices page 53.

PRAISES OUR RED RASPBERRY PLANTS

Dear Sirs:

I am so pleased and well satisfied with my order this season. Everything is splendid. The Red Raspberry transplants are the finest I have ever seen. Every little bush is loaded down with great big, splendid berries. Thank you for your honesty and square dealing.

MRS. W. C. POPE.

Elizabeth, N. J.

How to Grow Red Raspberries

One planting of Emlong's Double-Life Disease-Free Raspberry plants will give you big crops of fine fruit for many years. The kind of soil you have does not matter; if it will produce ordinary farm crops, it will be suitable for Raspberries. Prepare it just as you would for your garden or farm crops. For field culture Red Raspberries should be planted 3 feet apart in the row with the rows 7 feet apart. This requires about 2000 plants per acre. For garden culture they may be planted closer. In planting you may plow a furrow or dig the holes 6 inches square and 6 inches deep. Place the plant in the hole or furrow, spread the roots, then fill the hole, pressing the soil down firmly with the feet. After planting cut off the old stalks an inch or two above the ground.

The following Spring while still dormant, cut back the canes to a height of 3 feet and branches to a length of 6 or 8 inches.

When the fruiting season is over remove all old fruiting canes and burn them. This will destroy insects and give the new wood a better chance.

Confine the growth to 6 or 7 good strong canes to each hill, cutting off all other shoots or suckers as fast as they appear. Cultivate and hoe shallow.

Special Discount For Early Orders. See page 51.

MOSAIC - FREE Raspberries

EMLONG'S
TRUE-TO-NAME

EARLY KING

ripens early. The first ripe berries usually can be picked the first of July. King is undoubtedly the most profitable early Red Raspberry ever grown. We have known an acre field to net \$1,000.00 per acre each season.

The bushes are strong and vigorous, bearing their fruit in clusters all along the stem. A row 100 feet long will produce 40 to 50 pints at a single picking. King continues to bear for a month to six weeks. The berries are large, firm, beautiful color and ripen evenly.

King thrives equally well on light or heavy soil and is perfectly hardy. No matter what part of the country you may live in, you can plant Early King and be certain of harvesting a big crop of fruit annually. The fruit is suitable either for home use or market. Prices on page 53.

EMLONG'S
TRUE-TO-NAME

ST. REGIS

This variety has been proven by leading growers everywhere to be the leading Fall-bearing Red Raspberry. Ripening as it does during the regular Raspberry season, and continuing through the late Summer and Fall, St. Regis is a sure money-maker. Growers in this locality grow St. Regis for the Chicago market and sell their fruit easily at \$8.00 to \$10.00 per 24-pint crate. The fruit resembles King in manner of growth, quality, flavor and appearance.

If you do not grow Raspberries for market, your garden is not complete without a few bushes of St. Regis to produce fruit for your own table. See prices on page 53.

2-yr. Transplanted Red Raspberry Plants

For the small home garden, and for those planting on a small scale and wishing quick returns, we recommend planting our heavy, two-year transplanted Raspberry stock. While the first cost of these plants is more than one-year plants, they come into bearing a year sooner, and thus more than pay for the extra cost of plants the first year they bear. These plants produce fruit the first season, but we generally recommend that the bushes be cut off near the ground after planting, as this will assure nearly a full crop of fruit the second year.

We have grown a limited supply of these transplanted, bearing-age bushes this year to satisfy the many requests of our customers for extra heavy Raspberry plants. The supply will be exhausted early, and orders should be sent as soon as you receive our catalog. Prices are as follows:

Prices:	6	12	25	50	100	1000
Early King	\$0.75	\$1.00	\$1.75	\$2.75	\$4.85	\$32.50
Cuthbert75	1.00	1.75	2.75	4.85	32.50
Victory85	1.25	2.00	3.00	5.00	35.00
St. Regis85	1.25	2.20	3.50	6.25	40.00
Latham	1.00	1.50	2.50	3.85	6.75	48.75

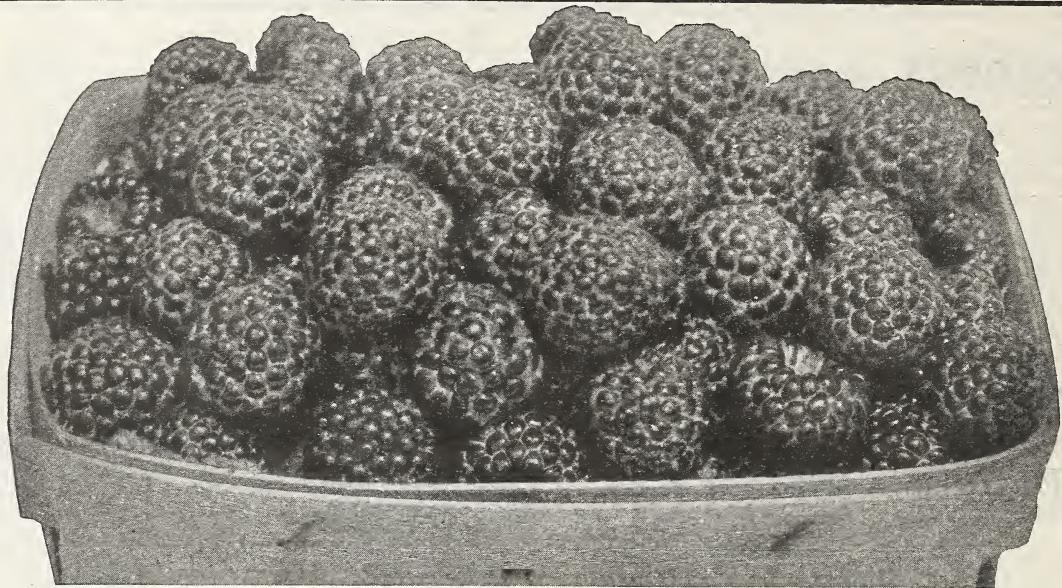
(Price of 1-year plants, page 53).

Red Raspberry Transplant.

COMPLETE PLANTING INSTRUCTIONS SENT WITH EACH ORDER.

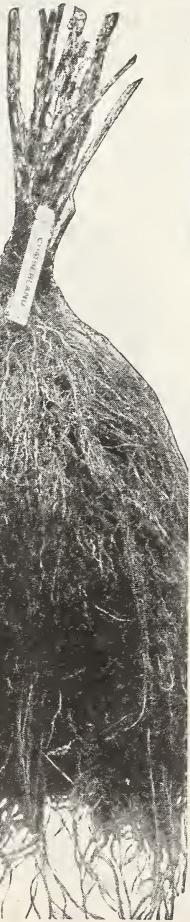


Emlong's Double Life



Cumberland Black Raspberries.

Emlong's
Rasp-
berry
Plants
Are
Fresh
Dug.
They
Reach
You
Full
of
Life.



Cumberland

THE SAFE AND RELIABLE BLACKCAP

The Berries The fruit of Emlong's Cumberland is of immense size, and is known as the largest that can be grown. Many single berries measure seven-eighths inch in diameter. Berries are borne in clusters, and four to six clusters are produced on each branch. The color is glossy black, flavor rich and sweet. Unexcelled for table use, canning, home market or shipping.

The Bushes Emlong's Cumberland produces an abundance of bearing wood, which insures a heavy crop of fruit. The bushes grow upright, are strong, healthy, and perfectly hardy. We send you only true-to-name Cumberland and every bush is carefully selected.

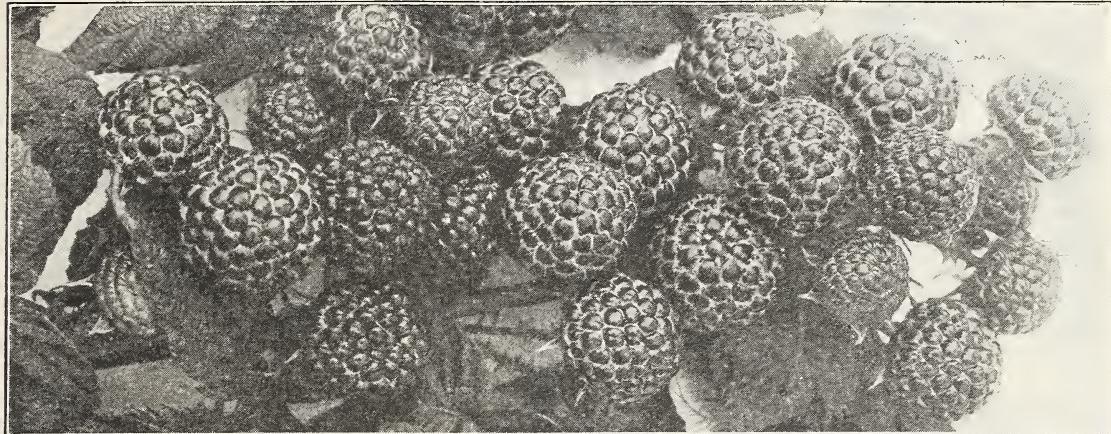
The Crops Having an abundant root growth and vigorous bushes, this variety is well able to produce great quantities of fruit. It is the leader of all Blackcaps in quantity of fruit produced. You can depend on Emlong's Cumberland to bear a paying crop regularly. This is true throughout the country, as Cumberland pays on all soils.

The Profits The demand for Emlong's Cumberland plants comes greater each year, and more plants of this variety are set out than all others combined. This indicates that fruit growers everywhere depend on "The Business Blackcap" for main profits. The fruit is so attractive that it sells at a premium on any market. Get your plants this year—get your fields fruiting—and cash in on the Blackcap profits.

The Guarantee But why plant EMLONG'S CUMBERLAND? Can't Raspberry plants be purchased from any grower. NO! Not the WORTHWHILE CUMBERLAND that Emlong customers receive. You can never buy first-quality stock at a cheap price or from an unreliable source. It requires years for a nurseryman to gain sufficient experience in plant growing to enable him to produce Superior Plants. Every field on our farms has been carefully studied, and selected for the kind of plants that thrive on that soil. The soil is then carefully prepared, stock carefully planted, carefully grown, dug and packed by experts. It is shipped to Emlong customers with the Guarantee that it is absolutely true-to-name and free from disease.

WHEN YOU BUY FROM EMLONG YOU TAKE NO CHANCES.
(Prices on page 53).

MOSAIC-FREE Raspberries



Honey Sweet.

EMLONG'S PLUM FARMER TRUE-TO-NAME

This variety is very popular with many growers on account of its earliness of ripening. Plum Farmer has the ability to mature its customary big yield in a very short time, generally 15 to 20 days. The plants are healthy, canes strong growing. Berries are produced in clusters and are large, well colored and of first quality. The fruit ripens a week earlier than Cumberland. Prices on page 53.

EMLONG'S HONEY SWEET TRUE-TO-NAME

One of the latest additions to the Raspberry family, and an ideal variety for home use. The flavor is the finest we have ever found in any Blackcap—a peculiar, rich, alluring flavor—impossible to describe. Honey Sweet requires but little sugar for table use, pies or canning, and for that reason is an economical sort. Berries are large, bluish black and of good quality. The bushes are exceptionally vigorous and productive. Ripens with Cumberland. Prices on page 53.

EMLONG'S KANSAS TRUE-TO-NAME

The earliest of all Black Raspberries. A very strong grower and produces its crop of high quality fruit in a short time. Berries are of medium size, very firm, fine quality. Kansas is a perfectly hardy variety, resists drought, and is an all-purpose variety that will bring profit because of its early ripening season. Prices on page 53.

WE ARE NOT SURPRISED

Cerro Gordo, Illinois, March 30, 1929.

The berry plants arrived O. K., and I have them planted. They are wonderful and I expect the same grand success I have always had with your stock. You would be surprised yourselves if you saw the Raspberries I set out last year, as they made a marvelous growth and are ready for a big crop this year.

CLARA BRENNEMAN.

COMPLETE PLANTING INSTRUCTIONS SENT WITH EACH ORDER.

How to Grow Black Raspberries

Black Raspberries will thrive and produce abundantly on any well drained soil. Prepare the soil same as you would for your garden or farm crops. For field culture the plants should be set 4 feet apart in the row with the rows seven feet apart. This requires about 1500 plants per acre. For garden culture they may be planted closer. To plant, plow a furrow or dig the holes six inches square and five inches deep with a spade. Place the plant in furrow or hole, spread the roots, then fill with soil, pressing firmly with the hands, being careful not to break off the new sprouts. Cut off the old stalk a little above ground.

When the new growth reaches a height of two feet, pinch off the tip. This will cause them to throw out branches and grow upright.

The following Spring, while still dormant, trim back the branches to a length of 8 or 10 inches. When through fruiting, cut out and burn old fruiting canes.

Frequent shallow cultivation during the Spring, early Summer and even during the fruiting season, will aid greatly in conserving moisture and increasing the yield of all your fruit.

Watch your Raspberry and Blackberry bushes closely. As soon as you notice one that has sickly, yellow foliage, dig it out and destroy it. This will prevent any disease from spreading to adjoining bushes.

Emlong's Select Blackberry Plants

The New Alfred

The one Blackberry that will in time replace all others and become a universal favorite for home use and market. Alfred has never failed to produce a big crop of extra fine, large berries that command top prices on every market because of their attractive appearance and delicious flavor. The fruit is of the FINEST QUALITY, an ideal table variety, as it is nearly seedless and coreless. Flavor sweet and enticing. The berries grow to IMMENSE SIZE, many measuring three inches around and two inches in length. They are a glossy, jet black, and are indeed beautiful on the vines, or in the boxes ready for market.

IN YIELD of fruit, Alfred outclasses all other Blackberries, as we have known a single bush to produce the record-breaking crop of nine heaping quarts in a year.

Alfred never fails to commence to BEAR YOUNG. Many bushes produce some fruit the year the plants are set, and nearly a full crop the year following planting.

The fruit RIPENS EARLY, often a week earlier than common varieties, and the bearing season continues over a very long season.

The canes are PERFECTLY HARDY and can be grown without Winter protection. These plants have been known to stand a temperature of 30 degrees below zero without any injury whatever.

A decidedly VIGOROUS GROWTH is noticeable in the canes of Alfred, and they quickly develop strong, well branched canes on which to bear the tremendous load of fruit.

The supply of Alfred plants is still limited, but we feel that our price is very reasonable this season, and well within the reach of all growers. While our stock lasts, the prices on one-year plants will be as quoted on page 53.

Two-Year Transplanted Blackberries

For those wanting quick results we offer two-year transplanted stock in Alfred. This stock will save you a year as the bushes come into bearing a year ahead of the one-year plants. Bushes set out this Spring will produce berries this Summer, but for best results we recommend cutting off the old stalk three inches above the ground. This assures a big growth and nearly a full crop next season.

Prices: 2-year Alfred Transplants:

6	12	25	50	100	1000
\$1.00	\$1.75	\$3.20	\$5.50	\$9.85	\$58.50

Alfred Blackberries.

HE KNOWS GOOD NURSERY STOCK

Gentlemen:—

Deepwater, Mo.
".....my reason for ordering from you is that I know you ship plants true-to-name and good, strong plants. I have ordered many plants from you in past years and all were true. I have sold nursery stock for over 30 years and never have seen such nice rooted plants as you ship.

B. B. INGRAM.

SPECIAL DISCOUNT FOR EARLY ORDERS—SEE PAGE 51.

Produce Record-Breaking Crops

ELDORADO

Its unusual productiveness has for a long time made Eldorado the leading commercial Blackberry everywhere. Note the uniform size and great number of berries in the cluster at the right. This is a typical branch from a mature Eldorado bush.

The berries are large, with few seeds, jet black color and of sweet flavor. The quality is excellent and berries hold up well for several days after picking. Not only for market, but also for general home use, Eldorado is a very desirable variety to grow, as it produces its heavy crop regularly.

Ripening soon after Alfred, the Eldorado will prolong the picking season for Blackberries. As there is very little other fruit to be had right at that time of year, Blackberries never fail to bring good prices.

The canes of Eldorado grow upright, are healthy and hardy, requiring no Winter protection even in the coldest climates.

For prices of one-year plants, see page 53.



Blackberries.
Eldorado

Lucretia Dewberries

The King of the Dewberry Tribe.

Leading horticulturists everywhere recognize Lucretia as the leading Dewberry.

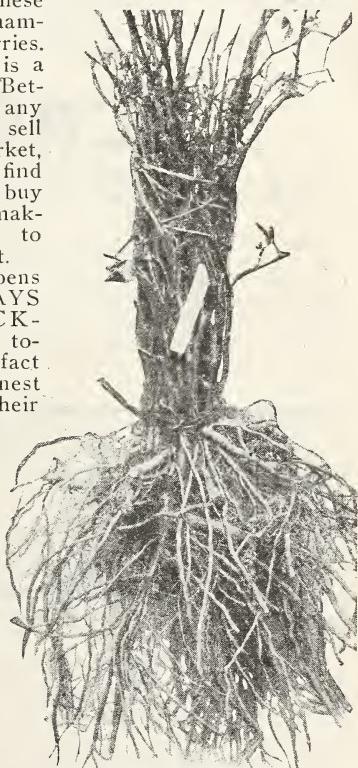


Lucretia Dewberries.

How they glisten when moist with dew—these long, rich looking, mammoth black berries. Each plump berry is a morsel of delight. Better in flavor than any blackberry. They sell quickly on any market, and most growers find that their neighbors buy their entire crop, making it unnecessary to take them to market.

LUCRETIA ripens ABOUT TEN DAYS BEFORE BLACKBERRIES. This, together with the fact that they are the finest looking berry of their kind, makes the demand so keen that you can set your own price for your crop.

See page 53 for prices.



Our 1-Year Blackberry Plants,
Well Rooted.

How To Grow Blackberries

Blackberries are not partial as to soil or climatic conditions. If you can grow good garden or farm crops you can grow Blackberries. For field culture, plant them 4 feet apart in the row, with rows 7 feet apart. This requires about 1500 plants per acre. Plow a furrow, or dig a hole 6 inches square and 5 inches deep with a spade. Place the plant in the hole or furrow, spread the roots, then fill with soil and press down firmly with the feet or hands. Cut off the old stalk a little above the ground. The next Spring cut back the new growth one-third, and after the fruiting season remove and destroy the old bearing wood. Cultivate and hoe shallow. Blackberries do not require staking when properly pruned.

COMPLETE PLANTING INSTRUCTIONS SENT WITH EACH ORDER.

Plant EMLONG'S Selected Vines

Get the Biggest Profits from Your Vineyards

We have long specialized in producing extra select Grape vines, and many of the largest and most profitable vineyards in the country are grown from our well-rooted, heavy yielding, guaranteed true-to-name vines. The soil on which our vines are grown is especially adapted to root growth, and when you buy Emlong Grape vines you can be sure that each plant will have a well balanced root growth. Our propagating stock is selected from the healthy, vigorous, heavy bearing vines in our own vineyards, and we guarantee every plant to be true-to-name.

Planting a vineyard is practically a lifetime investment, and you cannot afford to take chances by planting cheap stock grown by uncertain sources. A "scrubby" vine will never be a perfect, 100% producer, because it does not have the right start. We aim to send our customers only carefully grown, carefully handled and carefully packed vines, which we know to be the finest that can be grown.

Grapes are, no doubt, the easiest of all fruits to grow. They thrive and produce fruit everywhere, with very little attention. The harvesting is very easy. Each year the demand for Grapes grows, and right now is the time to get your vineyard started.



Caco Grapes.

CACO

The Sensational New Red Grape

Caco is the most beautiful of all hardy Grapes, possessing a rich wine-red and amber coloring. The berries are unusually large, bunch large and compact. This grape has made a name for itself because of its quick growing, young bearing, early ripening qualities. The berries have a rich, melting, sugary flavor that is not found in any other variety, and it can be eaten with enjoyment fully two weeks

in advance of being fully ripe.

Leading horticulturists claim that Caco has no equal for home use. The vines are strong, perfectly hardy, vigorous growers, prolific bearers. Caco ripens early in September and the fruit is fully matured before danger of frost.

We have but a very few Caco vines to offer this season, and to avoid disappointment you should order at once. The price is as follows for extra large, two-year vines:

Each	6	12	25	50	75	100
\$0.45	\$2.35	\$4.20	\$7.85	\$13.95	\$19.85	\$26.50

(See opposite page for other Grapes).

How to Grow Grapes

For field culture Grape vines should be planted 8 feet apart in the row with the rows 10 feet apart. This requires about 450 vines per acre. For home use in arbors, etc., they can be planted 5 or 6 feet apart. Make a hole 12 inches square and 8 inches deep, place the plant in the hole (first cut the roots to 10 inches in length) spread roots in all directions, fill the hole and pack the soil firmly with the feet. Cut the top back to two buds, and when new growth appears break off all but one strong shoot. The following Spring this should be tied to a stake, assuring an upright stalk.

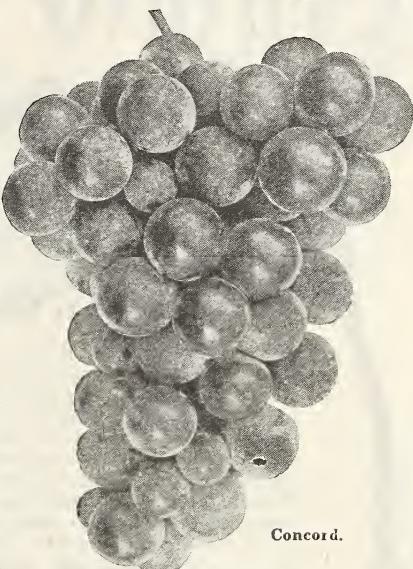
SPECIAL DISCOUNT FOR EARLY ORDERS—SEE PAGE 51.

Grow Big, Sweet, Juicy Grapes

Concord

The National Wine and Table Grape

In every section of the country, with the exception of the Pacific Coast, Concord is the most popular Grape. It is the one variety that is supreme for every purpose where Grapes are wanted. It grows on all soils, in all climates, is perfectly hardy and extremely productive. The bunches are large and compact, berries large, bluish black color, sweet and juicy, superb in quality and delicious in flavor. Vines are strong and healthy, foliage tough and resistant to disease and insects. Fruit is produced annually in great abundance. The cuttings for our plants are taken from over forty acres of our heaviest bearing vines, every one guaranteed to be true-to-name.



Concord.

(Picture about $\frac{1}{2}$ natural size).

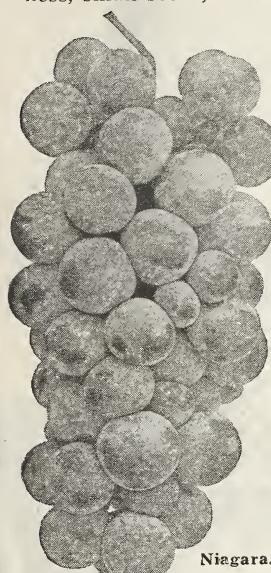
BRIGHTON (Red).— A very handsome dark red Grape of high quality, handsome appearance, and medium size fruit. One of the most dependable croppers. Ripens a little earlier than Concord. Adaptable to all soils.

CAMPBELL'S EARLY (Black). The characteristics which give this Grape its merit are high quality, freedom from foxiness, small seeds, earliness of maturity, large size and attractive appearance both of bunch and berry. Very hardy and of good keeping qualities.

MOORE'S EARLY (Black). The best early black commercial Grape, ripening as it does two or three weeks ahead of Concord. Vines are vigorous, hardy and productive. Bunches large, rather loose; berries covered with purplish bloom.

NIAGARA (White). The leading commercial white Grape, being more productive than Diamond. In great demand. Holds the place among white Grapes that Concord holds among black varieties. Bunches and berries large and handsome, compact and of good quality.

WORDEN (Black). This is a seedling of Concord, and while its berries and bunches are larger and the fruit of better quality, it is not as good a keeper or shipper. Very superior for home use and for nearby markets, and generally brings a higher price than Concord because of its high quality and large size. Ripens one or two weeks earlier than Concord.



Niagara.

Extra Large Three-Year-Old Concord

For those wanting quick results we can furnish the popular Concord variety in extra large, well branched, three-year vines. Priced as follows:

Each	6	12	25	50	75	100
\$0.35	\$1.75	\$3.20	\$5.50	\$9.85	\$13.50	\$16.75

PRICE LIST

These vines are all selected two-year stock. (350 or more of one variety at 1000 rate).

	Each	6	12	25	50	75	100	200	300	1000
Concord, 2-year, No. 1	\$0.12	\$0.60	\$1.00	\$1.75	\$3.00	\$4.35	\$5.00	\$8.75	\$11.00	\$35.00
Concord, 2-year, XXX15	.80	1.35	2.20	3.75	4.95	6.50	11.75	14.85	45.00
Moore's Early, Niagara, Brighton, Worden, Campbell's Early,										
2-year, No. 115	.80	1.35	2.20	3.75	4.95	6.50	11.75	14.85	45.00
2-year, XXX20	1.00	1.75	3.10	5.50	7.20	8.85	15.50	19.95	60.00

Leesport, Pa.

"The grape plants I got from you three years ago have done fine. They produced about three tons of fruit per acre last Fall."

GEO. ETTEL.

Denver, Colo.

"I want to thank you for the fine plants I received from you. Two other parties that got the Grapes with me said they had never seen anything like them or half as good." P. K. MOORE.

COMPLETE PLANTING INSTRUCTIONS SENT WITH EACH ORDER.

EMLONG FRUIT TREES

Grow, Bear & Pay

Because we supply the very best fruit trees that money can buy. Our trees are all first class, whole-root stock, grown on rich, well drained upland soil and propagated on high

grade, imported seedlings. Don't waste your time by planting small, spindling, poorly rooted trees, for even if they do grow it will require a long time for them to come into bearing. The heavy, fibrous roots on our trees have made them famous. Leading authorities everywhere recognize our high grade, hardy, Northern-Grown trees as the safe and sure kind to plant anywhere. When we ship out a tree it has all its roots—and all its life. Our long experience in growing, handling, digging and packing nursery stock has taught us how to handle trees in such a manner that the roots, trunk and limbs are protected from injury. Emlong trees start growing quickly after planting.

They Bear

Our system of selection when propagating trees gives you only strong, well developed trees. This stock is selected from the heaviest bearing specimens, is carefully grown in the nursery, and being a first class tree when it reaches you it cannot help growing quickly and bearing heavy crops if properly planted and cared for. Note how thickly the fruit has grown on the branch of the Pear tree shown to the right. This is typical of each Emlong tree.

They Pay

When we say that Emlong trees are the best

that money can buy, we do not mean that you have to pay more for them than for other trees. You cannot judge the value of nursery stock by the price you pay, for often you pay a high price for only common stock. The ability and experience of the men you are dealing with count for more than price. We know that it is impossible to grow better trees than we offer, because we have the finest soil in the world and spare no expense in growing, handling and packing. Yet we charge only a reasonable price for our trees—for we believe in square dealing. Orchards planted from Emlong trees have a national reputation of bearing heavy crops of the kind of fruit that brings the highest price on the market.

SUCCESS AFTER MANY FAILURES

Was out to the farm yesterday and although I am not much of a hand at writing letters, feel that I must let you know how much I am pleased with the fruit trees you sent me last Spring. Many of these trees are ten feet high and more than three inches in diameter. This probably will not surprise you but this growth has been a revelation to me as I have spent a small fortune trying to get an orchard started, but nothing but failures until I planted your northern grown stock.

C. A. SPILGER,
Meadowbrook Farm, Kentucky.

"Fruit Trees Grown the EMLONG WAY
Are Sure to Grow, and Bear and Pay."



HEALTHY DEPENDABLE
START RIGHT
Plant
Emlong
Guaranteed
Stock
TRUE-TO-NAME WELL-ROOTED



(Left) Medium Grade.
(Right) No. 1 Grade.

CHERRIES You'll Admire



Montmorency.

BING. The popular, new sweet Cherry with dark brown, nearly black color. Extra large fruit. Flesh solid, fine flavor. One of the best Cherries for shipping. Tree is hardy and a prolific bearer. Ripens in July. (Pictured on page 38).

NAPOLEON or ROYAL ANN. A magnificent, large, yellow Cherry with bright red cheek. Bears fruit that is firm, juicy and sweet. Highly recommended as an all-around Cherry for eating, canning or market. Ripens in July.

PRICES OF ALL SWEET CHERRIES:

	Each	10	50	100
1-year, 4-5 feet	\$0.55	\$5.00	\$22.50	\$41.50
2-year, 5-6 feet70	6.50	29.50	51.50

Sour Cherries

LARGE MONTMORENCY. Best late Sour Cherry, ripening about ten days later than Richmond. The fruit is extra large, bright red, firm and fine for shipping. Fruit keeps well. Tree is a strong grower, perfectly hardy, bears young and a full crop.

EARLY RICHMOND. The earliest Sour Cherry. A very popular and valuable acid variety. Fruit is medium large, dark red and juicy. Cannot be equalled for cooking and canning. Bears a heavy crop. A slender tree, which is very hardy.

PRICES OF SOUR CHERRY TREES:

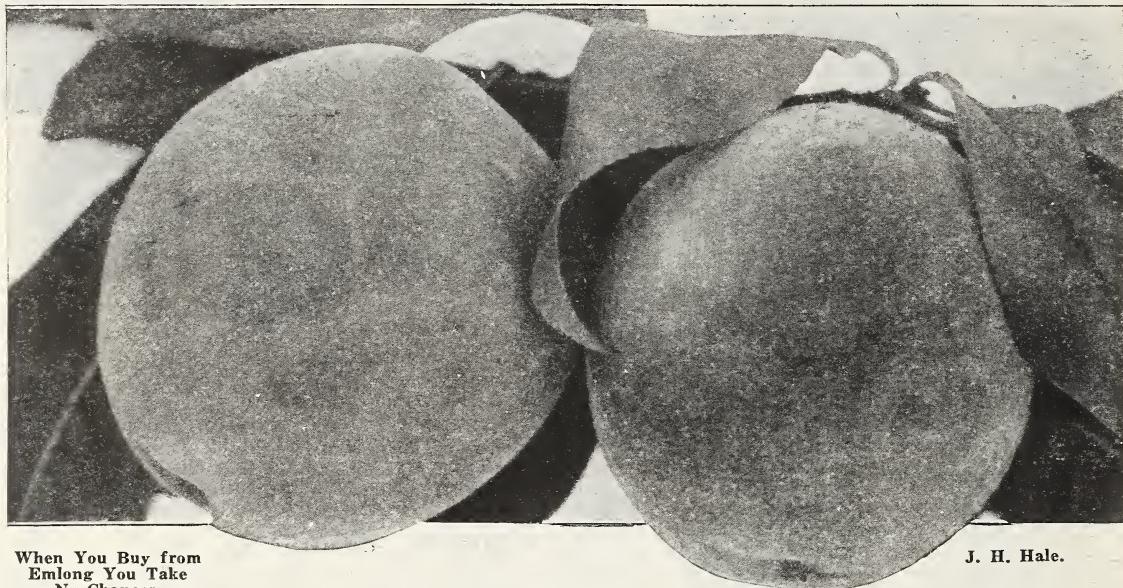
	Each	10	50	100
1-year, 4-5 feet	\$0.45	\$4.00	\$18.50	\$35.50
2-year, 5-6 feet60	5.50	25.00	45.50

Fruit trees will thrive on any well drained soil. Prepare it same as for your garden or ordinary farm crops. Plant in April or May. Dig hole a foot square with convex bottom, and 10 or 12 inches deep. Keep the top soil separate so that it can be placed directly on the roots of the tree. Set the tree two inches deeper than it was in the nursery, tamp and pack the soil firmly to eliminate all air pockets. If dry, use plenty of water when planting and during the Summer water often enough to keep the soil moist but not soggy. Before planting prune off any roots that may have been broken or bruised; also the ends of all long roots. After planting prune the top as follows: Pear and Apple trees, select 3 to 5 branches and remove all others. Cut branches back to 8 or 10 inches. Peach trees should be cut back to 24 to 30 inches and all limbs cut back to stubs with 2 or 3 buds. Apricot and Plum should be pruned same as Peach but not as severely. Cherry should be pruned but moderately if at all. Prune trees in Spring only, but remove any dead or broken limbs at all times. In pruning any tree, care should be taken to select branches that are not directly opposite on the tree, as opposite branches often form bad crotches when the tree becomes older.

COMPLETE PLANTING INSTRUCTIONS SENT WITH EACH ORDER.

EMLONG'S

MICHIGAN



J. H. Hale.

When You Buy from
Emlong You Take
No Chances.

Very few fruits enjoy such widespread popularity as Peaches. They combine delicious flavor, attractive appearance, and the ability to command high prices on the market. The trees bear young, are easy to care for and the fruit is easy to harvest. More Peaches are canned for Winter consumption than any other fruit, which makes the demand heavy each season. No Peaches can compare with those grown on Michigan trees. We supply some of the largest growers in the country with planting stock and each tree is carefully inspected before shipment. We list all the profitable varieties now being grown for home use and commercial purposes, and Guarantee our trees to be True To Name.

THE GROWER KNOWS

It may interest you to know that the Peach trees I bought of you folks four years ago produced a fine crop this season. The same year I bought trees from two tree salesmen, also a southern nursery, some of these trees were a complete failure and the best of them have produced only about one-half as much fruit as your trees.

FRANK DINSMORE,
Missouri.



A "Worthwhile" Peach Tree Bought of Emlong in 1926.

Early Varieties

SOUTH HAVEN. A leader! See page 38 for illustration, description and prices.

ROCHESTER. (Early Yellow Freestone). A large, yellow Peach with dark red markings. One of the best for eating, canning and shipping. Has a small pit and exquisite flavor. Holds up well for general commercial purposes. Tree is a strong, upright grower and comes into bearing young. Very hardy.

EARLY ELBERTA. (Early Yellow Free-stone). Same shape and general manner as Elberta, but fruit is larger. Yellow with red cheek. Fruit yellow, fine grained and sweet. An excellent variety for home use or market. Tree is a prolific, annual bearer.

CHAMPION. (Early White Freestone). The earliest white Peach, and of the highest quality. Pale yellowish white, mottled with red on sunny side. Flesh white with red at the pit. Tree hardy. A general favorite for home use and market.

YELLOW ST. JOHN. (Early Yellow Free-stone). Fruit large, round, and of brilliant color. A peach of fine flavor. One of the best early varieties and always commands best prices.

PRICES: Strictly First Class Peach Trees:
Each 10 50 100
1-year, 4-5 feet . . . \$0.30 \$2.50 \$11.00 \$21.50
1-year, 5-6 feet 40 3.50 16.50 31.50

SPECIAL DISCOUNT FOR EARLY ORDERS—SEE PAGE 51.

BRAND PEACH TREES

Mid-Season Varieties

ELBERTA. (Midseason Yellow Freestone).

The leading commercial variety wherever Peaches are grown. The fruit is large, firm, juicy, making it an ideal fruit for canning, storage and shipping. Beautiful golden yellow color with bright red cheeks. Tree is very hardy, vigorous, a heavy cropper and very healthy. It succeeds everywhere.

J. H. HALE. (Midseason Yellow Freestone).

Ripens a few days earlier than Elberta. Fruit extra large, golden yellow with deep carmine blush. Excellent quality and flavor. Tree is large, hardy, and bears young. Does best when grown with South Haven, Elberta or Rochester.

BELLE OF GEORGIA. (Midseason White Free-

stone). A real money maker. Fruit ships well and reaches the market in perfect condition. A large, white Peach with red cheek. Flesh white, firm and highly flavored. Has become one of the leading varieties for commercial growing, and brings high prices everywhere.

Late Varieties

GOLD DROP. (Medium Late Freestone). A

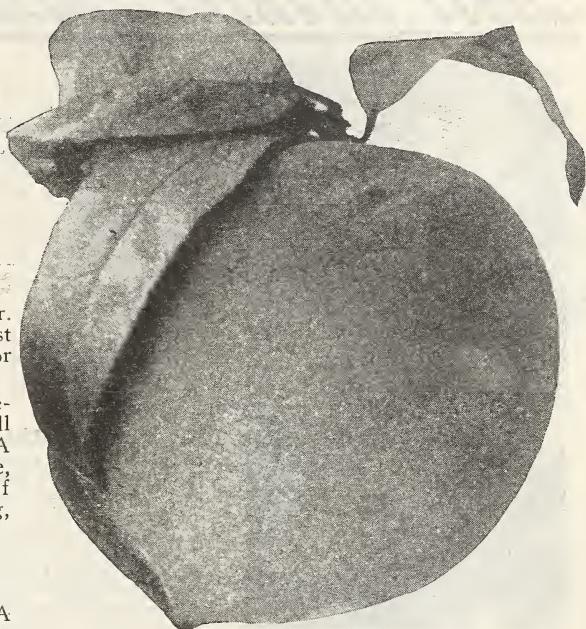
Peach of medium size and golden color, both in flesh and skin. The best Peach for canning because of its uniform shape, firm flesh and rich flavor. Tree is hardy and exceedingly productive.

WILMA. (Late Yellow Freestone). One of the

best late varieties. Fruit is about the size of Elberta, and of the same shape and color. Fine flavor and quality. Ripens about two weeks later than Elberta.

LATE CRAWFORD. (Late Yellow Freestone).

Our finest late Peach. Large fruit of beautiful color, excellent flavor and quality. Flesh yellow with red at the pit, juicy and melting. Tree hardy, vigorous and healthy.



J. H. Hale Peach.

HEATH CLING. (Late White Cling). The only cling we offer, and the best all-around favorite. Delicate, creamy white color with pink blush. Flesh white, slightly red at the pit. A tender, sweet and juicy Peach. Valuable for canning and commands high prices on the market because of its beautiful appearance and keeping qualities.

Prices, First Class Trees: Each 10 50 100
1-year, 4-5 feet \$0.30 \$2.50 \$11.00 \$20.00
1-year, 5-6 feet40 3.50 16.50 30.00

Late Crawford.

"A Basket of Cheer
Late in the Year."

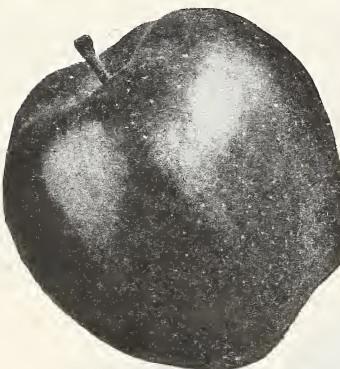


CHOICE APPLE TREES

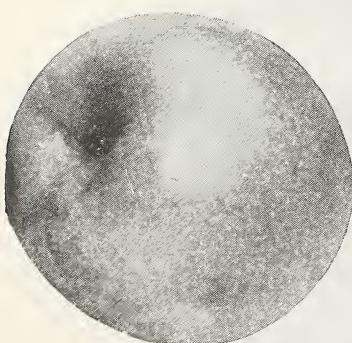
HEAVY YIELDING - HEALTHY - DEPENDABLE -



Yellow Transparent.



Stayman Winesap.



Grimes Golden.
These pictures are about
 $\frac{1}{2}$ natural size.

Summer Apples

YELLOW TRANSPARENT. The very finest extra-early Apple. It ripens late in July and continues in season until September. Fruit of good size, waxy yellow color. Flesh white, mild, juicy and sweet. The tree grows vigorously and produces an abundance of fruit.

DUCHESS. A very attractive Apple of greenish yellow color with red stripes. Flesh light yellow, medium fine grain, firm. Pleasant acid flavor. A fine cooking and market variety. An early bearer of large crops.

Fall Apples

WEALTHY. Early Fall. Large, round fruit. Skin smooth with dark red markings. Flesh white, tender and sub-acid. Its attractive appearance makes it a profitable market variety. Comes into bearing very early.

THE NEW CORTLAND. (Late Fall). A marvelous new variety of the McIntosh type, originated by Professor U. P. Hedrick of the New York State Department of Agriculture. CORTLAND promises to establish itself as one of the greatest of eating and market Apples. The fruit is larger than that of McIntosh, round to conical in shape. Color a beautiful dark red, splashed and striped with carmine, overspread with a purplish bloom. The flesh is white, firm, fine grained, crisp and juicy. An aromatic flavor, making a fine dessert Apple. Trees are large, hardy, productive and healthy, bearing a full crop every year. Bears young. Fruit does not drop from tree readily. An excellent keeper as it does not bruise easily. See illustration page 37.

Price: 1-year, 4-5 ft. trees, 40c each; \$3.50 per 10; \$15.00 per 50.
2-year, 5-6 ft. trees, 60c each; \$5.00 per 10; \$23.50 per 50.

MAIDEN BLUSH. A late Fall Apple of uniform, medium large size. Smooth, round, yellow color flushed beautifully with red. Tender flesh, with pleasant flavor. Heavy cropper. Good market variety.

McINTOSH. A bright red, spicy flavored Apple. One of the best Fall Apples, having fruit of medium size and highest quality. Late Fall ripening.

STAYMAN WINESAP. An Apple that succeeds everywhere. Fruit is dark red, tinged yellow, of rich, enticing flavor. Valuable for home use and market.

GRIMES GOLDEN. A fancy eating Apple that ranks with the best on the market. Fruit medium to large, bright yellow with pink cheek. Fine grained, juicy flesh with pleasant flavor. Fine for cooking, eating and market.

**SEE OPPOSITE PAGE FOR PRICES ON ALL APPLES
EXCEPT CORTLAND.**



Delicious.



Jonathan.

CHOICE APPLE TREES

YOUNG BEARING - WELL ROOTED - VIGOROUS

Winter Apples

DELICIOUS. Our stock is guaranteed to be the genuine True Delicious. This is undoubtedly the most popular Apple grown today, commanding a high price on all markets. Fruit is large, somewhat conical in shape, beautiful crimson color, mottled with dark red. Flesh fine grained, crisp, tender and juicy. Quality superb, and excellent shipper and keeper. Tree very hardy, vigorous grower, heavy bearer every year.

TOLMAN SWEET. To supply the requests of our many customers for a Sweet Apple, we have selected the best known variety. This Apple is of good size, whitish yellow color, with faint blush. Flesh is white, very firm, moderately juicy, rich and sweet. Tree of an upright, spreading habit.

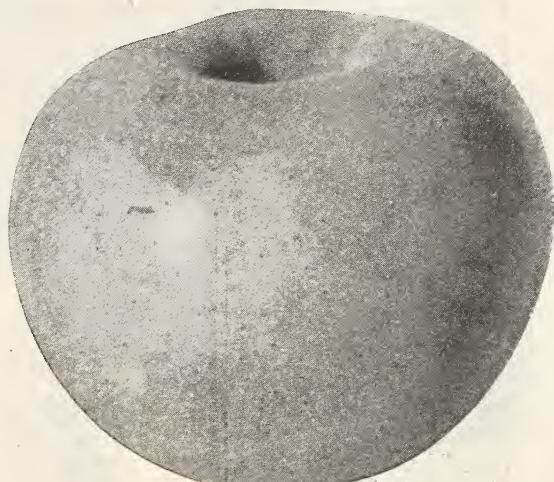
GOLDEN RUSSET. An Apple with a delicious, spicy, unusual flavor. Medium large fruit of deep yellow covered with russet. Very highly recommended for eating and cooking, and holds up well for market. Tree hardy and productive.

JONATHAN. A beautiful, bright red Apple, highly flavored and of excellent keeping quality. Fruit is highly flavored and brings a high price on the market during the holiday season. Flesh is tender, juicy and rich. Tree bears early and produces heavy crops for a long period of years.

NORTHWESTERN GREENING. A large, smooth, greenish yellow Apple, with fine grained flesh, sub-acid flavor. Tree vigorous and a prolific, regular bearer when mature.

BALDWIN. The leading commercial Apple in the East for market, storage and export. A large, glossy red Winter Apple with firm flesh. Keeps well into the Spring when other Apples are gone. (Picture on cover).

NORTHERN SPY. A large, greenish red Apple with good keeping qualities. One of the finest flavored Apples grown.



Tolman Sweet.

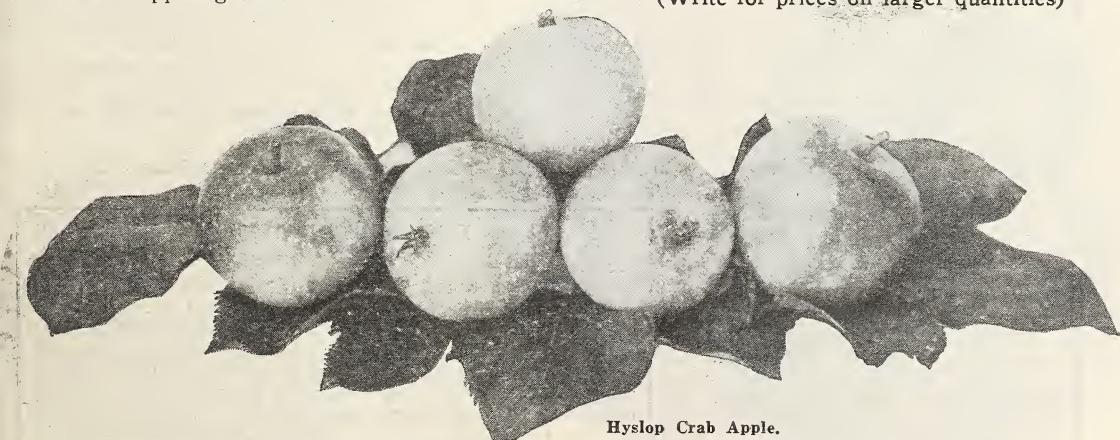
WINTER BANANA. A fancy market variety. Medium large fruit; lemon yellow color with bright red cheek. Has a rich, banana flavor. A rapid grower and fruits the fourth year under favorable conditions.

HYSLOP CRAB. The leading Crab Apple of today. Fruit is large, nearly round and smooth. A yellow skin with rich red coloring and purplish bloom. Flesh is yellow, crisp, juicy and sub-acid. Fine for all culinary uses. Trees are healthy, vigorous, bear young and have beautiful foliage.

PRICES: All Apple trees unless otherwise noted:

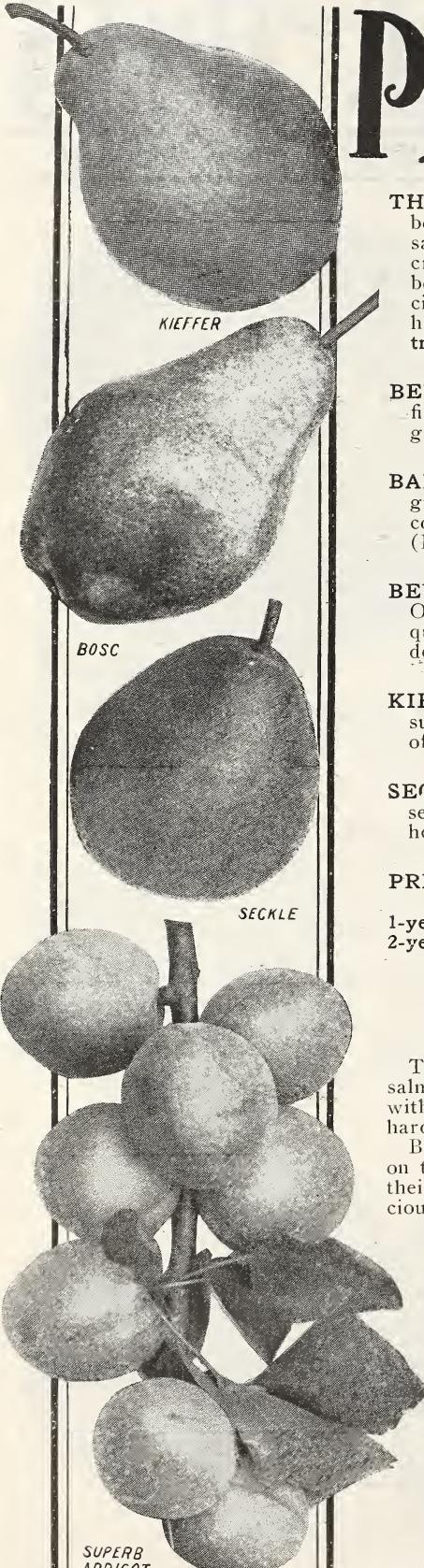
	Each	10	50	100
1-year, 4-5 feet	\$0.35	\$3.00	\$13.75	\$25.00
2-year, 5-6 feet45	4.00	18.75	35.00

(Write for prices on larger quantities)



Hyslop Crab Apple.

COMPLETE PLANTING INSTRUCTIONS SENT WITH EACH ORDER.



PEAR TREES

THE NEW DOUGLAS. The Pear that has the reputation of being blight proof and cold resistant. Bears early, often the same season planted and produces a heavy crop. A regular cropper in all soils and localities. Fruit is large, smooth, with a beautiful golden yellow color, flecked with russet. Flavor delicious, very sweet, melting and juicy. Highly recommended for home use. (Illustrated on page 37). Price: 2-year, 5 to 6 ft. trees, \$1.00 each; 5 for \$4.50; 10 for \$8.00.

BEURRE D'ANJOU. A large, yellow Pear with red cheek. Fruit fine grained, melting and of excellent quality. Tree a fine grower. Best late Fall variety. (Pictured on page 38).

BARTLETT. The popular Summer Pear which is known and grown everywhere. A big producer and ripens early. Golden colored fruit with red cheek. Flavor and quality of the best. (Pictured on cover).

BEURRE BOSC. An extra large Pear of odd, oblong shape. Often called the Thanksgiving Pear because of its keeping qualities, but keeps well into December. Flesh white, rich and delicious. Deep russet, yellow color.

KIEFFER. The well known canning Pear. A big producer and sure cropper. Does well everywhere. Fruit large, yellow and of good quality. Tree hardy, bears late.

SECKEL. The small, rich, Sugar Pear, so widely grown for preserving and home use. The tree succeeds everywhere, and is a heavy, sure cropper.

PRICES: All Pear Trees, except where otherwise noted:

	Each	10	50	100
1-year, 3-4 ft. trees	\$0.45	\$4.00	\$18.50	\$35.00
2-year, 4-6 ft. trees60	5.50	26.50	47.50

Superb Apricot

The best Apricot on the market. Medium size fruit of light salmon color, with slight orange blush. Flesh is firm and solid, with excellent flavor. The tree grows large and spreading, and is hardy and productive. A beautiful sight when in bloom.

Because of the scarcity of Apricots, this fruit brings a high price on the market, and fruit growers will add greatly to the value of their orchards by planting a few Apricot trees. The fruit is delicious to eat raw, for pies or preserving.

Price: 2-year, 4-6 ft. trees, 60c each; 10 for \$5.00.

EVERY TREE GROWS

Gentlemen:—

I planted a small orchard a few years ago and am proud to say that every one of the 164 trees bought from you folks has made a splendid growth. The Bartlett and Seckel Pears, also the Abundance and Yellow Egg Plums, have done especially well, and I am looking for a good crop next year. Fruit is in big demand here and prices are high.

GEO. CLAWSON, Ohio.

DISCOUNT FOR EARLY ORDERS. SEE PAGE 51.

Three Famous New Varieties

Plant them this Spring with every assurance that you will have something better than you have ever had before.

These three new fruits have been thoroughly and impartially tested by leading authorities everywhere—Experimental Stations, Horticulturists and leading Fruit Growers acclaim them as vastly superior to all other varieties in their class.



Douglas
Pear.



Caco
Grape.

The Cortland Apple

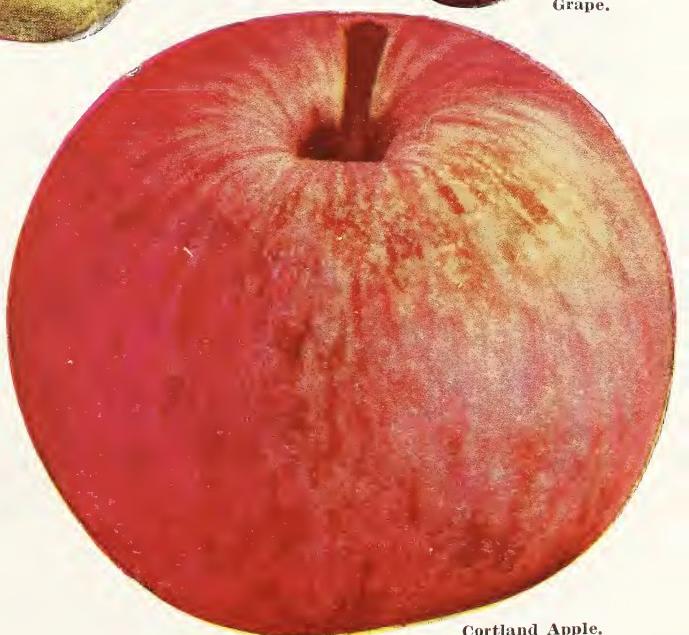
Awarded the Wilder Medal for new fruits by the American Pomological Society, proving it superior to all other Apples. For complete description see page 34.

The Douglas Pear

This is the new quick growing, young bearing, blight resisting Pear that makes it possible for everyone to enjoy this delicious fruit. Hardier than any other. Complete description on page 36.

The Caco Red Grape

Juicy, sweet and delicious, equaling the finest varieties grown under glass. Caco is the earliest ripening and heaviest yielding of all red Grapes, bunch and berry large. Further description on page 28.



Cortland Apple.

SOUTH HAVEN—A MARVELOUS NEW PEACH

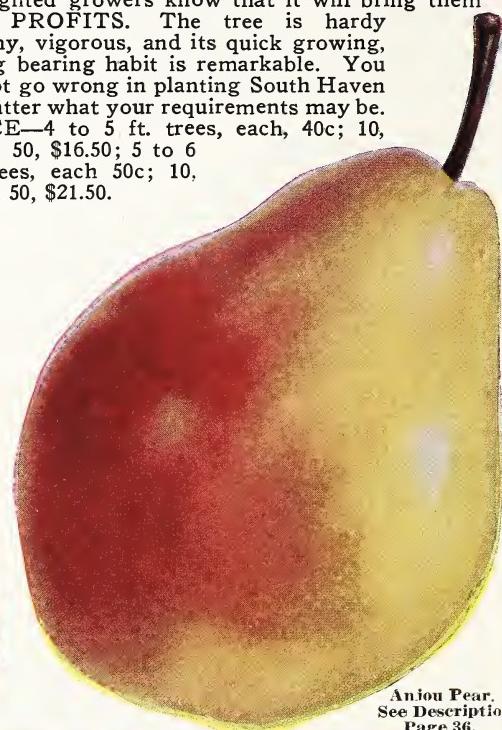


South
Haven
Peach.



Abundance
Plum.
See Description
Page 39.

Plant this Extra Big, Extra Fancy, Extra Early Yellow Peach for home use and for market. It combines every good feature of the famous Elberta—immense productiveness, large size, fine quality, excellent flavor, beautiful appearance—BUT IT RIPENS 14 to 20 DAYS EARLIER. In this Great Fruit Belt of Southwestern Michigan whole orchards are being planted to South Haven. These far-sighted growers know that it will bring them BIG PROFITS. The tree is hardy healthy, vigorous, and its quick growing, young bearing habit is remarkable. You cannot go wrong in planting South Haven no matter what your requirements may be. PRICE—4 to 5 ft. trees, each, 40c; 10, \$3.75; 50, \$16.50; 5 to 6 ft. trees, each 50c; 10, \$4.75; 50, \$21.50.



Anjou Pear.
See Description
Page 36.



Bing Cherries.
See Description page 31.

Ideal Back Yard Orchard

**\$3.50 for Twelve 3 to 5 ft. Trees
\$4.65 for Twelve 5 to 7 ft. Trees**

- | | |
|-----------------------|--------------------------|
| 1 Delicious Apple | 1 Black Tartarian Cherry |
| 1 Grimes Golden Apple | 1 Montmorency Cherry |
| 1 Elberta Peach | 1 Yellow Egg Plum |
| 1 Rochester Peach | 1 Abundance Plum |
| 1 Bartlett Pear | 1 Superb Apricot |
| 1 Kieffer Pear | 1 Orange Quince |

When ordering just say—One 3 to 5 ft. (or 5 to 7 ft.) Ideal Back Yard Orchard.

PLUM TREES

ABUNDANCE. One of the best known and popular Plums grown in America. Fruit is medium to large. Amber color, nearly covered with bright red, overspread with bloom. Flesh deep yellow, juicy and of delicious sweetness. Has a small stone, easily pitted. Tree is an early and heavy bearer. (Illustrated on page 38).

BURBANK. A beautiful fruit, orange-yellow color dotted and marbled with red. Meaty, yellow flesh of excellent flavor. Holds its shape and color well for canning and is a fine market variety. Tree is hardy and grows well on all soils. Bears young. Ripens in July.

GERMAN PRUNE. Of medium, oval shape; bluish purple color. Rich, high flavor, very juicy. Fine for canning and drying. Ripens in September.

MONARCH. A large, nearly round, dark purple Plum with juicy, sweet flesh. Very firm, and makes a fine market variety and shipper. Tree is vigorous and productive. A freestone variety. Ripens in October. (Pictured on cover).

SHROPSHIRE DAMSON. One of the most favorite Plums. Fruit oval, dark purple color. Highly esteemed for preserving. Trees grow rapidly and produce an enormous crop of medium size fruit in thick clusters. Ripens in September.

WICKSON. One of Burbank's introductions. Large, heart-shaped fruit of deep maroon-red color. Flesh is firm, meaty, rich yellow and keeps well. Fine for shipping. Ripens early September.

WANETA. The hardest Plum for the Northwest. Introduced by Prof. Hansen, and regarded by experts as a masterpiece in fruit. A reddish purple color skin with firm, sweet, juicy, yellow meat. These Plums grow to two inches in diameter, and you can readily see that such attractive fruit would bring a premium on the market. The trees bear very young, often the year after planting. Do best when planted near some native Plum. A record-breaking producer and money maker.

YELLOW EGG. The most popular and hardy yellow Plum. Fruit is large, rich yellow color. Excellent for canning and a showy market Plum. Trees very rapid growing and productive.

PRICES OF PLUM TREES:

	Each	10	50	100
1-year, 3-4 feet	\$0.45	\$4.00	\$18.50	\$35.00
2-year, 4-6 feet60	5.50	26.50	47.50

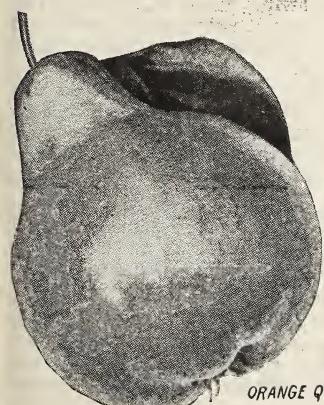
Orange Quince

Undoubtedly the most widely grown Quince. Fruit is large, orange-shaped, and of excellent flavor. The trees bear young, and are very productive.

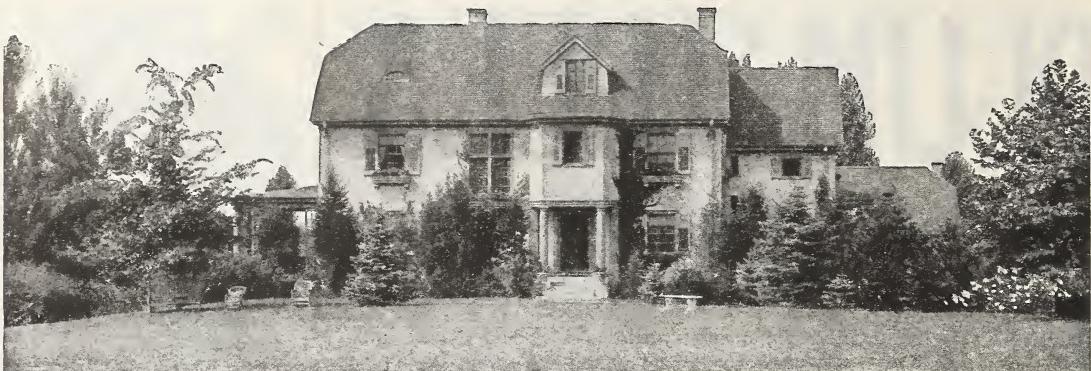
Quinces are somewhat scarce on the market at present, and bring a good price wherever offered. They are very easy to grow, and the fruit is valuable for preserving with other fruits, jellies, conserves, etc.

Price: 2-year, 4-6 ft. trees, 75c each; 10 for \$7.00.

COMPLETE PLANTING
INSTRUCTIONS SENT
WITH EACH ORDER.



ORANGE QUINCE



ORNAMENTAL DEPARTMENT

A glance through the following pages will convince you that Emlong customers are indeed fortunate to have such a complete ornamental department at their command. We are prepared to plant your grounds COMPLETE with everything that makes a home beautiful, comfortable and useful.

Emlong's Landscape Service

Any customer who purchases a small order of our Ornamental Stock may request advice as to planting same and we will reply in a personal letter.

How to get Landscape Planting Plans

IF YOUR GROUNDS ARE SMALL, write us for a Landscape Information Blank, which you will fill out and return to us with a deposit of \$2.00. We prepare a sketch to show you where to place the stock to best advantage, and on receipt of your orders for ornamental stock amounting to \$20.00 or more we apply the \$2.00 to your account.

FOR MORE EXTENSIVE GROUNDS, the owner may also request and fill in our Landscape Information Blank, and pay a deposit of \$5.00. We prepare a neat India Ink Plan, with complete directions for planting and all necessary information. On receipt of orders amounting to \$50.00 or more we deposit the

\$5.00 to your account. Thus our plans cost you nothing if you buy our stock.

FLOWER GARDENS will be designed for you by our Landscape Department at a very reasonable cost.

COMPLETE LANDSCAPE SERVICE is offered to all customers within a radius of 100 miles from our nursery. This includes planning the work, planting plan, labor, materials, etc. For this service our charge is low.

SPECIAL NOTICE: All plans to be sent through the mail must be prepared before April first. After that date we will be busy with our shipping season. Get your application in early, for we can serve only a limited number of customers each season.

Valuable Booklet Free

With every order for Ornamental Stock amounting to \$3.00 or more we will send free on request a copy of our booklet, "BEAUTIFYING THE HOME GROUNDS."

This booklet gives practical directions for planting and caring for ornamental stock.

SPECIAL OFFER. If you will furnish us with the complete names and addresses of FIVE persons whom you know to be interested in planting ornamental stock this year, we will send a copy of the above booklet free. Write the names plainly on a separate sheet of paper.



Home Beautifying Contest \$100 in Prizes

Everyone who buys Ornamental Nursery Stock from us this year may enter this contest. Order the stock from the following pages RIGHT NOW before you forget! Plant it this Spring and then next Spring when the shrubs are in bloom take a snapshot or photo of your home, showing the effects of planting. Use your own ideas—do not hire expert help. SEND THE PICTURE BEFORE OCTOBER 1st, 1931. Those submitting the best pictures showing the grounds planted with Emlong Stock, will be awarded the following prizes:

FIRST PRIZE	\$50.00
SECOND PRIZE	30.00
THIRD PRIZE	20.00

This is your chance to beautify your home grounds at a low cost, and at the same time win one of the cash prizes which will more than cover the cost of the stock. Each contestant will receive a letter in October, 1931, telling the results of the contest.

flowering shrubs



Golden Elder.

*DEUTZIA, Pride of Rochester. Hardy, strong growing shrub. Flowers double white, tinged with pink, shaped like tassels, grow in clusters along the stems. Bush grows to height of 5 to 6 feet. Price: 2-yr., heavy bushes, 35c each; 3 for \$1.00.

DEUTZIA gracilis. A graceful, low-growing shrub having slender, arching branches. Flowers same as Pride of Rochester. Fine for front of low porches or edging shrub borders. Price: 2-yr. bushes, 35c each; 3 for \$1.00.

ELDER, Golden Leaf. A beautiful contrast to the green of other shrubs. Should be used in every shrub planting. Large, flat clusters of white flowers in Spring, followed by purple berries. Grows to height of 6 to 10 feet. Plant in sunny places. Price: 2-yr., heavy bushes, 50c each; 3 for \$1.25.

*FORSYTHIA (Golden Bell). Among the earliest shrubs to bloom. Bright yellow flowers appear before leaves and cover entire length of branches. Foliage dark green. Grows to height of 6 to 8 feet. Price: 2-yr., heavy bushes, 35c each; 3 for \$1.00.

NOTE: The shrubs on this page may all be pruned to the desired height.

Special: All above shrubs marked with (*) may be purchased in extra large, 3-year, specimen clumps. The price in each case will be TWICE that quoted above. If your yard is large, it will pay you to use some of these bushes to produce an immediate showing. See page 50 for Shrub Bargains.

Shrubby occupies the most important part of a landscape design because of the fact that it fits into the scene on a level with the eye. That is why you will greatly increase the appearance and value of your property by selecting shrubs with care and arranging them tastefully according to height, season of blooming, and color of flowers. Shrubs should be massed about the foundation of the house, outbuildings, and on property lines. Do not scatter them over the yard.

The prices of our shrubs are reduced this year, and you will be able to plant your entire grounds at a low cost.

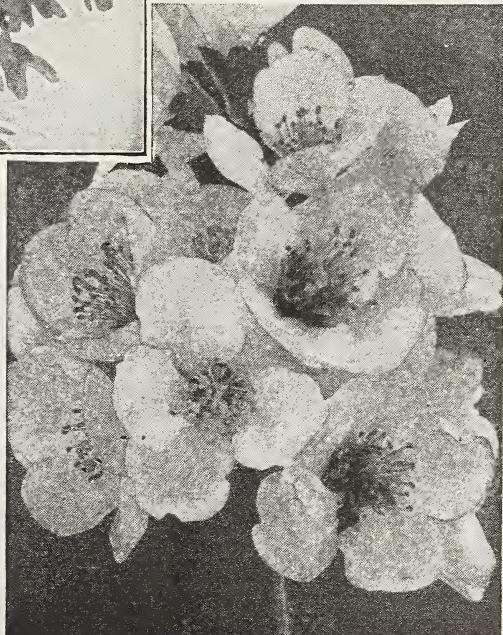
*FLOWERING ALMOND, Pink. Small shrub with upright branches covered with pink flowers that look like small roses. Blooms early Spring before leaves appear. Often called May Roses. (Pictured on back cover). Price: 2-yr., heavy bushes, 50c each; 3 for \$1.25.

BUTTERFLY BUSH (Summer Lilac). Long spikes of violet colored flowers. Stems grow 2 to 4 feet long each season and freeze back in Winter, appearing again the next year. Blooms July to frost. Very fragrant. (Pictured on back cover). Price: 2-yr., strong roots, 35c each; 3 for \$1.00.

CYDONIA japonica (Flowering Quince). Bright scarlet flowers in May. Medium size bush, making fine specimen for the lawn, or good to lend color to the shrub border. May be used for hedging. Price: 2-yr., heavy bushes, 35c each; 3 for \$1.00.



Forsythia.



Flowers of Japanese Quince.

Emlong Selected

HYDRANGEA P.G.

One of the most popular and beautiful shrubs grown. Large panicles bloom white and change to tones of rose. Blooms August to late October. Very hardy. A medium height shrub suitable for foundation plantings, or to border plantings of taller shrubs. Price: 2-year, heavy plants, 35c each; 3 for \$1.00; 6 for \$1.90; 10 for \$2.85.



Hydrangea Paniculata Grandiflora, Tree Form.



Pink Tartarian Honeysuckle.

*LILAC, Common White. Same habit as common purple but flowers beautiful white and fragrant. Price: 2-yr., heavy bushes, 50c each; 3 for \$1.35.

*LILAC, Persian Purple. A fine variety with slender branches and leaves. Bush smaller than other varieties, but flowers profusely. Large panicles of lavender flowers, borne gracefully on the stems. Price: 2-yr., heavy bushes, 50c each; 3 for \$1.35.

All shrubs on this page may be pruned.

*HONEYSUCKLE, BUSH, Pink Tartarian. Earliest blooming Honeysuckle. Small, fragrant, pink flowers. Bright green leaves. Price: 2-yr., heavy bushes, 35c each; 3 for \$1.00.

INDIAN CURRANT (Coralberry). Graceful, medium sized shrub. Bears dark red berries which remain nearly all Winter. Price: 2-yr., heavy bushes, 25c each; 3 for 65c.

*LILAC, Common Purple. Fragrant flowers, borne in long, loose panicles. Early flowering. (Illustration Lilac panicles on back cover). Price: 2-yr., heavy bushes, 35c each; 3 for \$1.00.



Purple Fringe.
Masses of Misty Purplish Bloom in June.

HYDRANGEA A. G. (Hills of Snow).

Large, flat, white panicles bloom June until August. Bush larger than P. G. Fine for shrub masses. (Illustrated on page 47). Price: 2-yr. bushes, 35c each; 3 for \$1.00.

TREE HYDRANGEA P. G. Same flowers as the shrub but grown on a single stem in dwarf tree form. Height at maturity about 5 feet. Price: Heavy, 2-3 ft. specimens, \$1.25 each; 3 for \$3.00.



Cut-Leaf Sumach.

PURPLE FRINGE (Smoke Tree). A very large, showy shrub, which may be pruned into tree shape if desired. Produces masses of misty, purple blooms that look like smoke. Leaves color in Fall. Attains height of 12 to 15 feet when mature. Price: 2-yr., heavy bushes, 75c each; 3 for \$2.00.

Special: All above shrubs marked with (*) may be purchased in extra large, 3-year, specimen clumps. The price will be twice that quoted for each variety above.

See page 50 for Shrub Bargains.

Flowering Shrubs

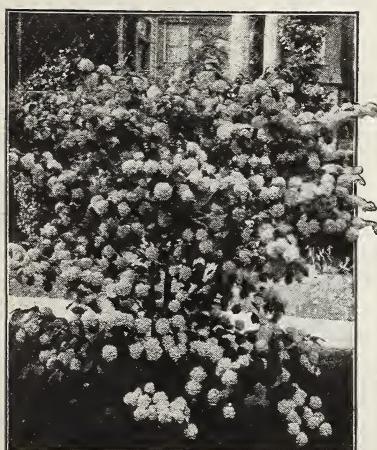


Crimson Anthony Waterer Spirea.

***SYRINGA** (Mock Orange). A tall growing, vigorous bush. Always healthy and thrives anywhere. Fragrant, white flowers in May. An abundance of shiny green leaves. Price: 2-yr., heavy bushes, 35c each; 3 for \$1.00.

***SNOWBALL**. A handsome shrub with beautifully cut leaves and showy, white balls of flowers. Foliage colors reddish-purple in Fall. Bush grows to height of 6 to 8 feet. Price: 2-yr., heavy bushes, 65c; 3 for \$1.75.

Shrubs on this page may be pruned.



The Old Favorite - Snowball.

***SPIREA Van Houttei** (Bridal Wreath). Our most popular flowering shrub. Small, white flowers borne in clusters cover the whole bush during May and June. Foliage beautiful from early Spring until long after frost. Autumn coloring. Thrives everywhere. (Illustrated on back cover). Price: 2-yr., heavy bushes, 15c each; 6 for 75c; 10 for \$1.00.

SPIREA Anthony Waterer. Crimson-red flowers in large, flat clusters appear in late Summer. Foliage beautiful and distinct. A small bush, recommended for porch plantings and edging shrub borders and masses. Price: 2-yr., heavy bushes, 50c each; 3 for \$1.25.

SPIREA Bumalda. Pink flowers similar to Anthony Waterer in shape. Blooms in May and at intervals all Summer. A low, spreading bush that never grows over 2 or 3 feet tall. Price: 2-yr. shrubs, 35c each; 3 for \$1.00.



Syringa—Mock Orange.

Special Above shrubs marked with (*) may be purchased in extra heavy, 3-year-old specimen clumps at twice the rates quoted above.. See page 50 for Shrub Bargains.

See page 40 for directions for obtaining a booklet of planting directions.

With every order for ornamental stock amounting to \$3.00 or more we will send on request a free booklet, "Beautifying the Home Grounds", in which you will find complete directions for planting and caring for ornamental stock. If you cannot plant ornamentals this year, send us the names of FIVE persons whom you know are interested in planting ornamentals this year and we will send the booklet free.

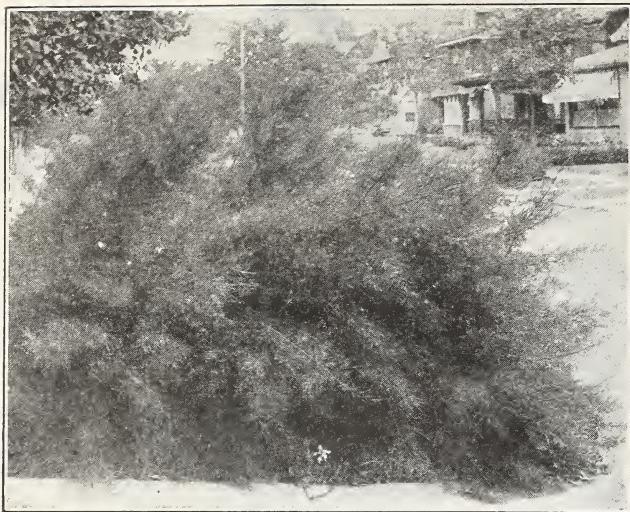
***SUMAC Cut Leaf**. As beautiful in the modern landscape as it is in its natural surroundings. Grows to a small, bushy tree with shiny, deeply cut leaves that color a beautiful red in Autumn. White flowers in July, followed by red fruits. Fine for massing. (Illustrated on page 42). Price: 2-yr., heavy bushes, 35c each; 3 for \$1.00.

SNOWBERRY. A popular, medium height shrub having small, pink flowers in Spring. Large, snow-white, waxy berries in clusters hang on all Winter. Foliage glossy green. Grouped with Indian Currant for best effect. Price: 2-yr., heavy bushes, 25c each; 3 for 65c.



Snowberry. (White Indian Currant).

Flowering Shrubs



Feathery Foliage of the Tamarix.

TAMARIX. Graceful slender branches with fine, feathery foliage characterize this shrub. Tiny pink flowers in April. Bush has spreading habit but is easily kept the desired shape by pruning. Does well in all soils. Price: 2-yr., strong bushes, 25c each; 3 for 65c.

WEIGELA rosea. Most popular of the Weigelas. Deep pink, bell-shaped flowers cluster along the stem, appearing in June. Glossy green leaves. Price: 2-yr., heavy bushes, 35c each; 3 for \$1.00.

WEIGELA, Eva Rathke. Same as above, but has deep red flowers. Grows to medium height bush with spreading, arched branches. (See illustration on back cover). Price: 2-yr., strong bushes, 50c each; 3 for \$1.25.

Read page 40 before ordering shrubs.

gay flowering Trees



Flowering Dogwood in May.

FLOWERING DOGWOOD, Red Bark Type. One of the most beautiful native flowering trees. White flowers in Spring, followed by blue fruits. Oval, green leaves turn to shades of bright red in Fall. The red bark shows brightly against the green of leaves in Summer and snow in Winter. Grows to height of 10 to 12 feet. Price: Strong, 2-3 ft. trees, 50c each; 3 for \$1.35.

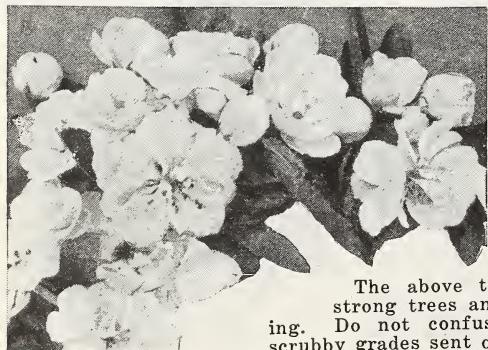
PAUL'S SCARLET THORN. Double flowers of deep scarlet adorn tree in Spring. Attractive cut leaves and scarlet fruits make the tree beautiful until late Fall. Grows to height of 12 to 15 feet. Fine for lawn specimen or background in shrub borders. Price: Heavy, 3-4 ft. trees, \$1.50 each; 3 for \$4.00.

BECHTEL'S DOUBLE FLOWERING CRAB. The most beautiful flowering Crab. Large, double, pink blossoms resembling small roses cover the tree early in the Spring. Tree grows to height of 8 to 10 feet. Price: Strong, 2-3 ft. trees, 75c each; 3 for \$2.00.

ALTHEA, Rose of Sharon. Tree form. Large flowers in great number cover the tree in mid-Summer and last until Fall. Small tree, never grows over 6 to 8 feet tall. Grows in all soils. We offer Double Red, Double White, Double Pink and Double Purple. State choice when ordering. Price: Strong, 2-3 ft. trees, 50c each; 3 for \$1.35.

HYDRANGEA P. G., Tree Form. (See page 42 for description).

NOTE: See our Rose Trees on page 46.



The above trees are all well branched, strong trees and make an immediate showing. Do not confuse these offers with small, scrubby grades sent out by some firms at cheaper prices. We offer you only THE BEST because that's what EMLONG CUSTOMERS want. (See page 50 for Shrub Bargains).



Tree Althea, Rose of Sharon.

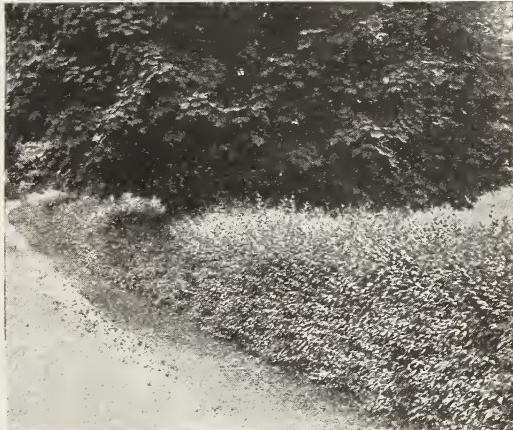


HEDGES

THAT DELIGHT THE EYE

It is the desire and privilege of every home owner to have a feeling of seclusion about his grounds. Yet he does not wish to be screened in with an iron or board fence as was the old time custom. Modern Landscaping calls for a clear view of the front of the house, and a friendly, living hedge is just the right frame for the yard. A driveway framed by hedges is charming. (Note the illustration on the back cover). Our hedge plants answer every need.

AMOOR RIVER PRIVET. The hardiest of all privets and especially recommended for planting in the North. Nearly evergreen in the South, and foliage remains late into the Fall in the North. Glossy, dark green leaves, not subject to blight. Bears small white flowers followed by berries. Price, 2-yr. heavy bushes, 10 for \$1.00; 100 for \$6.50.



Amoor River Privet Hedge.

CALIFORNIA PRIVET. This variety has long been known as one of the most beautiful hedging plants. It grows rapidly and is free from insects and scale. Leaves are dark, glossy green. Not dependable hardy in some Northern sections. Price, heavy, 2-yr. stock, 10 for 75c; 100 for \$5.00.

NOTE: Privets may be trimmed to any desired height and shape, but do not trim a hedge broader at the top than at bottom. If your yard is small, keep the hedge trimmed low. Large grounds call for a taller, double hedge. Set the plants 9 to 12 inches apart, and for a double hedge alternate the plants about an equal distance apart in two rows.

JAPANESE BARBERRY. This is the improved Thunberg's Barberry which is free from rust and may be planted anywhere. It does well in all soils. A beautiful plant, either for specimen planting, hedging, or for edging shrub plantings. You cannot plant too much Barberry on your grounds, for it is always beautiful. Foliage is bright green, turning to shades of yellow, orange and scarlet in Fall. Scarlet berries remain on the bushes all Winter. Plant in sunny locations for brighter Fall colors. May be pruned when desired. Price, strong 2-yr. bushes, 15c each; 8 for \$1.00; 100 for \$12.50.

Extra heavy, 3-yr. clumps of Green Barberry, 35c each; 3 for \$1.00; 10 for \$2.75; 100 for \$25.00.

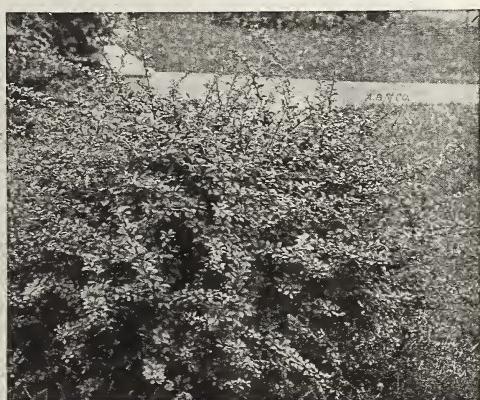
SPIREA VAN HOUTTEI. For tall, informal hedges. (See page 43).

CYDONIA JAPONICA. Sometimes used for showy hedges. (See page 41).

EVERGREEN HEDGES. (See American Arborvitae, page 50).

Red Leaved Japanese Barberry

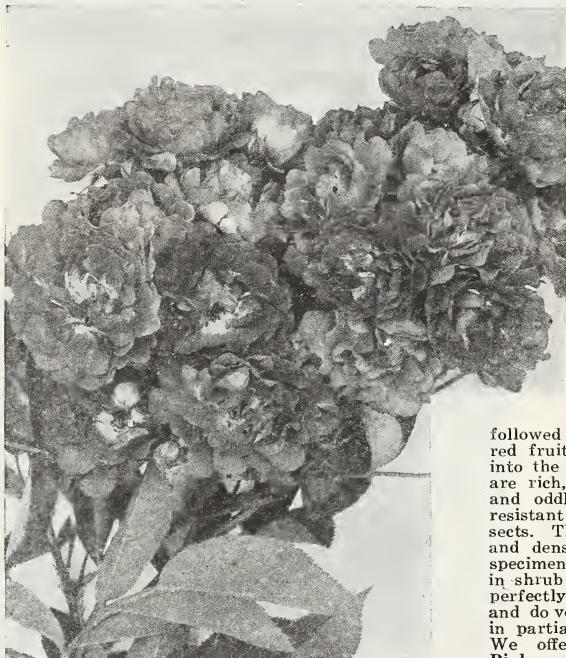
A new shrub that has gained the most rapid popularity of any new plant. It has all the good points of the green Barberry, being perfectly hardy, disease resistant, and grows in all soils. The branches are slightly more upright and leaves slightly larger than green Barberry. Its glowing red leaves give a warm touch to the landscape that cannot be obtained with any other shrub. Single, untrimmed specimen bushes are wonderful, but the shrub stands out more prominently with a background of green shrubs. Bushes require full sunlight to obtain the best color. Throughout the season the color will vary from deep red to purplish red. See colored picture on back cover of catalog. Price, to Emlong Customers, 2-yr. well-rooted, branched stock, 50c each; 3 for \$1.35; 10 for \$3.85.



Red Japanese Barberry.

4 GORGEOUS SHRUBS /

of RARE CHARM and BEAUTY!



choice. Price, 2-yr. strong bushes, 75c each; 3 for \$2.00.

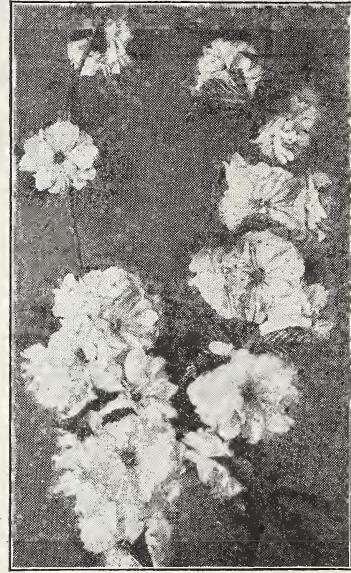
ROSE TREE OF CHINA. The most beautiful and showy of all small trees. This rose tree commences to bloom in early Spring before the leaves appear and the entire branches are covered with very double, small roses of pink color with yellow center. Fine for cut flowers. A very attractive ornament throughout the Summer and Fall. It may be allowed to grow into a bushy clump, or pruned into a well shaped small tree. Never grows taller than 6 to 8 feet. The tree is hardy and does not require special care. Price, strong 3-4 ft. trees, 75c each; 3 for \$2.00.



Golden Rose.

These offers are of special interest to Rose Lovers. Each bush bears a distinct type of beauty and should be planted in every garden or yard to make your plantings stand out as different than the ordinary.

ROSA RUGOSA, Grootendorst. New shrub roses which are rapidly gaining favor. Flowers are borne in clusters in great profusion and are followed by showy orange-red fruits which persist far into the Winter. The leaves are rich, glossy, dark green and oddly wrinkled. Very resistant to disease and insects. The bushes are strong and dense, making an ideal specimen or fine for planting in shrub masses, perfectly hardy and do very well in partial shade. We offer both Pink and Red varieties. State



Rose Tree of China.

TREE ROSES. Regular bush roses, grafted on a tall, strong stem of reliable variety. Thus all the foliage and bloom shows in a well rounded clump on top of the stem. These tree roses are very useful to use in shrub borders, background for bush roses in a rose garden, or in any location where the elevated bush is desirable. Your garden is not complete without one or more of these beautiful specimens. We offer Pink, Red and White. State your choice. Trees stand about 3 ft. tall. Each, \$3.00. (Note: Our stock of the above is limited and first orders will have preference).

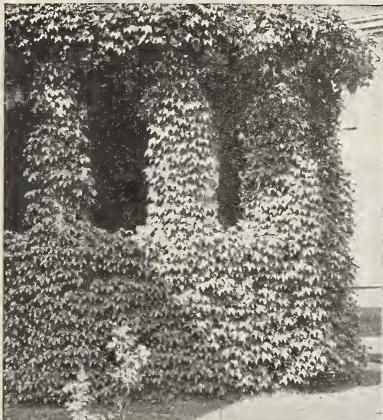
GOLDEN ROSE, Hugonis. An attractive, striking shrub rose. The buds appear in April and bloom in early May, covering the bush with a dazzling mass of gold. Flowers are single, cup shaped, with dark stamen tufts at center, and cover the entire length of the arched branches. Foliage is dark green and healthy, of the briar type. New growth that comes from the roots each season is covered with reddish colored bristles. Flowers are borne on canes of the past year's growth. The bush may be pruned, but does not grow taller than 5 to 6 feet at maturity. A decidedly conspicuous shrub rose either in the shrub border, Rose garden or as a specimen. Strong, 2-yr. bushes, 65c each; 3 for \$1.75.



NOTE: See pages 54 and 55 for other Roses.

Tree Rose.

CLIMBING VINES



Ampelopsis Veitchii—Boston Ivy.

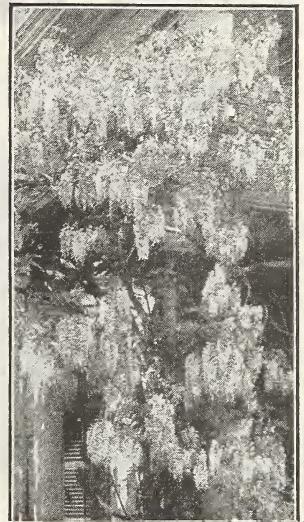
What scene is more charming than a vine covered cottage or pergola? Even the modern palaces are made to look more home-like by the addition of a few well placed climbing vines. Our assortment answers every purpose.

BOSTON IVY. The best known vine for climbing on buildings. Clings tenaciously to walls, and the three-lobed green leaves present a riot of brilliant red color in Fall. Blue berries. A hardy vine. Prefers a cool place but succeeds anywhere. Price: 60c each; 3 for \$1.50.

DUTCHMAN'S PIPE. Highly recommended for porches and arbors where an abundant shade is desired. Makes a strong, quick growth. Large, heart-shaped leaves, and yellowish brown flowers shaped like a pipe. Prefers partial sun. Price: 75c each; 3 for \$2.00.

CHINESE WISTERIA. Produces an abundance of purple, pea-shaped flowers borne in long, loose clusters. A rapid growing vine, having compound leaves. Beautiful for porch pillars or arbors. Price: 60c each; 3 for \$1.50.

CLEMATIS PANICULATA. Covered in September with a mass of small, star-shaped white flowers. Vine is a vigorous and hardy climber and will quickly cover a porch, arbor, trellis or old building. Light green leaves. Price: 50c each; 3 for \$1.25.



Purple Wisteria.

Gladioli Bulbs

Your flower garden will not be complete without a liberal planting of Gladioli. They grow in any good soil. Our bulbs are first class, flowering size and will bloom this year. Plant in early Spring for Summer flowers.

CRIMSON GLOW. Bright, glistening red. Large flower.

EVELYN KIRTLAND. Lovely, rose-pink with lighter shadings.

HERADA. Lavender, shaded with purple. Very attractive large flower.

AMERICA. Most popular lavender-pink. Large open flowers.

PEACE. Large, white with wine-colored markings on lower petals.

SCHWABEN. Soft, clear yellow. Small, red stripe on lower petals.

Price of named varieties: 7c each; 12 for 75c; 25 for \$1.35; 50 for \$2.50.

Glad Offer No. 1

3 bulbs each of the above 6 varieties, 18 in all \$1.00

Glad Offer No. 2

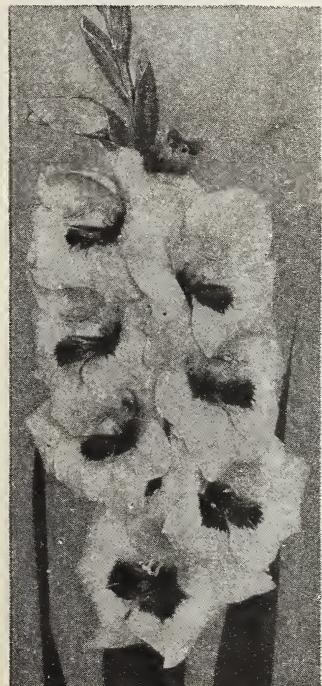
5 bulbs each of the above 6 varieties, 30 in all \$1.50

Glad Offer No. 3

10 bulbs each of the above 6 varieties, 60 in all \$2.50

Glad Offer No. 4

Supreme Gladiolus Mixture.
50 bulbs, all colors mixed..... \$1.00



Clematis paniculata.

Deciduous Trees



Maple.

AMERICAN ELM. A stately tree with graceful, drooping branches. Grows to great height and assumes a spreading shape, giving abundant shade. Dark green leaves. Recommended for specimen, street or park planting. Price: 5 to 6 ft. trees, 75c each; 3 for \$2.00.

CHINESE ELM. One of the newer Elms, which has the durability of its family, with the added asset of being a rapid grower. It adapts itself to all soils, and grows where the soil is too poor for other trees. Tree forms a well rounded head and grows to a tall, spreading specimen. An ideal tree in every way. Price: 5-6 ft. trees, \$1.25 each; 3 for \$3.50. (Stock limited, order early).



Weeping Willow.

HARD MAPLE. One of our best hard-wood trees. Grows to a large, well formed tree with dense, dark green foliage. Leaves turn scarlet and yellow in Autumn. Grows anywhere. The favorite "Sugar Maple" of commerce. Price: 5-6 ft. trees, \$1.50 each; 3 for \$4.00.

SILVER MAPLE. A very rapid growing, soft-wood tree. Has a delightful, spreading habit. Does well on poor soils. Leaves dark green on top, silver underneath. Price: 5-6 ft. trees, 75c each; 3 for \$2.00.

SCHWEDLER'S RED MAPLE. A beautiful sight against the green of other trees because of its dazzling, red leaves. The leaves open pink and turn reddish purple in Fall. Every yard should have at least one specimen. Price: 5-6 ft. trees, \$3.00 each. (Stock limited, order early).



Eelm.

Shade trees should be arranged so as to form a frame and background for the house. A well selected variety of shade trees will add great beauty to your grounds with their range of shapes, heights and foliage. The varying color of foliage throughout the year gives boundless pleasure. Our trees are all well rooted, branched and of good caliper.

CUT-LEAF WEEPING BIRCH. Called the most graceful cut-leaf tree. White bark, long, pendulous branches with deeply cut, green leaves. Tree does not grow to great height. Makes beautiful single specimen, or on large grounds plant in groups of three. Price: 5-6 ft. trees, \$2.50.

AMERICAN WHITE BIRCH. The most common Birch. Glistening, white bark and handsome, smooth, green leaves. Grows taller than the Cut-Leaf type. The white bark makes a wonderful contrast with the deep green of evergreens. Price: 5-6 ft. trees, \$1.50 each; 3 for \$4.00.

CATALPA BUNGEI. Tree has a dense, round head grafted on a tall, straight stem. Large leaves. Very hardy and does well anywhere. Small trees, especially suited to small city lots. Price: 5-6 ft. trees, \$1.25; 3 for \$3.00.

WISCONSIN WEEPING WILLOW. Fine, long, leaves borne on sweeping branches that reach to the ground. Tree grows to great height and becomes very picturesque. Prefers moist soil but does well anywhere. Price: 5-6 ft. trees, \$1.00 each; 3 for \$2.50.

LOMBARDY POPLAR. The tall, sentinel-like manner of growth of this tree makes it very valuable for formal plantings. A border of Lombardy Poplars makes a fine backing for the yard. The leaves are dark green with silvery surface beneath. Price: 5-6 ft. trees, 60c each; 3 for \$1.50.



Catalpa Bungei.



EVERGREENS

"Our Silent Friends"

Evergreens, though expensive, lend a charm and richness to your grounds that cannot be accomplished with deciduous trees and shrubs. In Winter they suggest warmth and cheer; in Summer, against the brighter colors of other trees, they suggest coolness. All homes that are distinctively landscaped in the modern way stand out because of tastefully arranged Evergreen plantings. Plant a few each year until you have made your grounds luxuriant with beauty.



Pfitzer Juniper.



Scotch Pine.

SCOTCH PINE. A rapid grower, very hardy, and adapted to all kinds of soils. Dark green foliage with lighter tips on branches. Grows into a picturesque form, branches spreading outward and upward. Has a pungent pine odor. A general favorite for grouping, windbreaks or specimen planting.

We offer well formed specimen trees measuring about 1½-2 feet tall for permanent planting. Also the strong seedlings which may be planted in your garden until they become large enough for lawn planting. The larger size evergreens are balled and burlaped; the seedlings puddled in mud and carefully packed for shipment.

1½-2 ft. Strong
Trees Transplanted
Seedlings

	Each	Each	10
American Arbor-vitae	\$1.50	\$0.35	\$2.50
Pyramidal Arbor-vitae	2.00	.50	4.00
Globe Arbor-vitae (about 12 in. spread)	2.00	.75	6.50
Norway Spruce	1.00	.15	1.25
Irish Columnar Juniper	2.00	.75	6.00
Pfitzeriana Juniper (about 12-18 in. spread)	2.00	.75	6.00
Mugho Pine (about 12-18 in. spread)	2.50	.50	4.00
Scotch Pine	1.50	.50	4.00

Get our booklet with complete instructions for planting Evergreens. Sent on request with orders amounting to \$3.00 or over, or with a small order for 10¢ per copy.

AMERICAN ARBOR-VITAE. Grows bushy at bottom, tapering to a cone shape. Foliage soft, flexible, and deep green. Perfectly hardy and grows anywhere. Rapidly forms a large tree. May be trimmed and makes fine hedges or windbreaks. See No. 6 in border above.

PYRAMIDAL ARBOR-VITAE. Compact form. Grows to height of 12 to 15 feet but never more than 2½ feet in diameter. Dark green foliage with lighter tips. The best Pyramidal Evergreen.

GLOBOSA ARBOR-VITAE. Absolutely globular in shape. Fine delicate foliage. Of dense, compact growth and does not attain a height of over four or five feet. Pruning will keep it the desired height and shape. Highly recommended for foundation plantings and edging taller evergreen borders or groups.

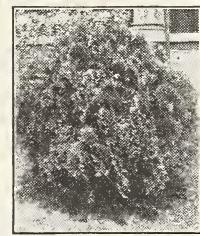
NORWAY SPRUCE. A very popular tree because of its rapid growth, heavy foliage and graceful shape. Deep green color. Highly recommended for specimen use or windbreaks. Small trees make fine window box plantings. Grows well anywhere.

IRISH COLUMNAR JUNIPER. A very formal tree in outline and valuable for entrance plantings, formal gardens or to lend accent to an Evergreen group. Foliage glaucous green. Grows 6 to 8 feet tall and about 1½ feet in diameter. Not hardy in far North. See No. 2 in border.

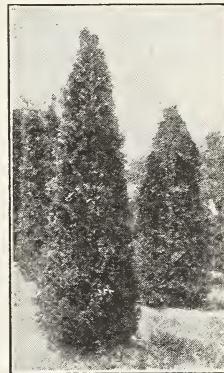
PFITZERIANA JUNIPER. The beautiful, feathery foliage of the Junipers. Light green color, tinged with blue-gray. Grows low and spreading and may be trimmed. An ideal evergreen for borders, terraces or foundation plantings. Thrives well in all soils and climates.

MUGHO PINE. A dwarf type with many stems, compact form and dark green foliage. Branches spread outward and upward. New growth of lighter color

appears on the ends of branches as tiny candles all over the tree, giving it a unique appearance. Free from insect pests and grows everywhere. May be pruned. Fine for border plantings, terraces and other places where a low type is wanted.



Globe Arbor-vitae.



Pyramidal Arbor-vitae.



Norway Spruce.

BARGAINS in SHRUBBERY

Here is your chance to make your barren yard look beautiful. Any of the shrub collections offered below will make a wonderful showing either alone or combined with some other shrubs. If your finances are low, plant one collection this year (we suggest a front foundation planting), and add to it each year until your home stands out as a beauty spot in the community.

These are all two-year, well rooted and branched shrubs of the same quality as offered on pages 41-44. We do not make any changes in these collections, but if other shrubs are wanted please order them separately.

PORCH PLANTING No. 1

- 12 Spirea Van Houttei
- 12 Japanese Barberry, Green
- 6 Hydrangea P. G.

These 30 shrubs for only \$3.35.

This collection may also be used as a side foundation planting or boundary planting, etc.

SIDE FOUNDATION PLANTING No. 2

- 3 Syringa Mock Orange
- 3 Deutzia Pride of Rochester
- 3 Snowberry
- 3 Indian Currant (Coralberry)

Twelve shrubs for only \$3.50.

The Syringa and Deutzia will grow taller than Snowberry and Indian Currant, and should be arranged farther to the back of the foundation for best effect.

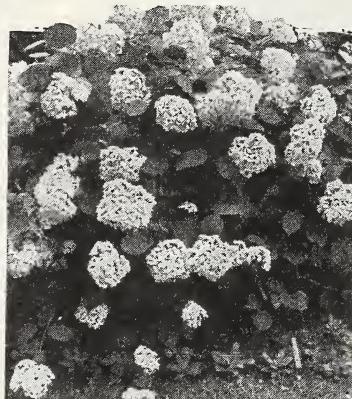
BOUNDARY PLANTING No. 3

(Tall Growing Shrubs)

- 2 Flowering Dogwood Trees
- 1 Althea Tree
- 3 Lilac, Common Purple
- 3 Cut Leaf Sumac
- 3 Pink Tartarian Honeysuckle

Twelve big shrubs for \$3.95.

By planting the Dogwood at the back of the boundary, Althea next, then Lilac, Sumac and Honeysuckle in order the color and sizes will be balanced.



Hydrangea.

COMPLETE BUNGALOW PLANTING No. 4

- 6 Spirea Van Houttei
- 3 Weigela Rosea
- 3 Butterfly Bushes
- 3 Hydrangea P. G.
- 50 California Privet

The entire planting for \$4.95.

(If Amoor River Privet is wanted instead of California, send 50c extra).

This collection of shrubs will plant the entire front yard of a Bungalow.



Spirea Van Houttei.

FRONT FOUNDATION PLANTING No. 5

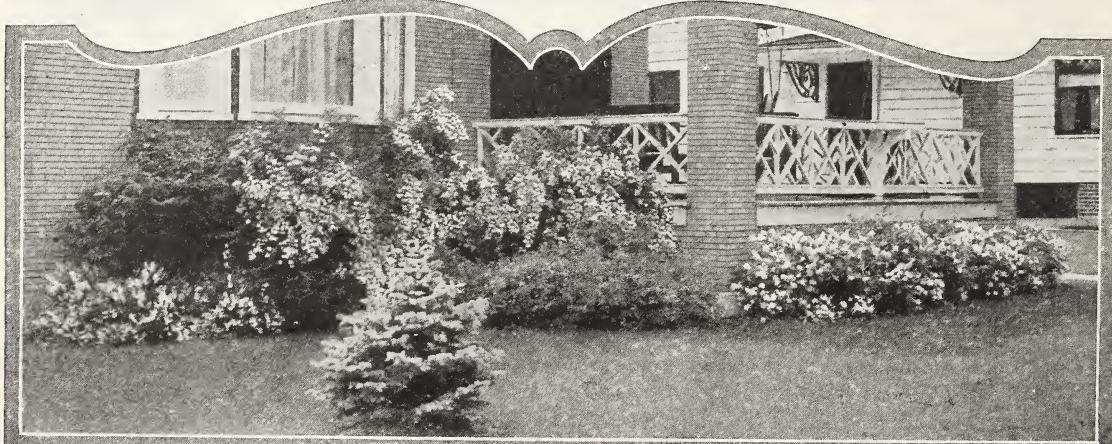
(Pictured Below)

- 1 Weigela Rosea
- 4 Spirea Van Houttei
- 3 Spirea Anthony Waterer
- 9 Deutzia Gracilis
- 1 Norway Spruce Evergreen

Complete planting, \$6.00.

These shrubs will make a fine showing in front of a building 30 to 40 feet wide. The correct planting arrangement is easily followed from the illustration.

With every order for ornamental stock amounting to \$3.00 or more we will send on request a free booklet, "Beautifying the Home Grounds," in which you will find complete directions for planting and caring for ornamentals stock. If you cannot order ornamentals this year, you may secure a booklet free by sending us the names of FIVE persons whom you know are interested in planting ornamentals this year.



Planting No. 5.

- 1 Weigela Rosea.

1 Norway Spruce.
4 Spirea Van Houttei.

3 Spirea Anthony Waterer.
6 Deutzia Gracilis.

It's Safe to Buy From EMLONG'S

—You get the best at a fair price

Don't let anyone fool you with low or bargain priced Nursery Stock. You will only be disappointed if you plant it. To be successful in the fruit business you must plant the healthiest, thriftiest plants and trees, of the most productive nature.

If you plant bargain priced stock you are wasting both your time and money, and if you pay extremely high prices you are at least wasting part of your money. Here is an extract from a letter we received just this morning:

"The plants and trees received from you folks last Spring have all made a wonderful growth, in fact much better than stock bought from another nursery that cost nearly twice as much."

We claim that our stock is the best that money can buy, because it is the best that can be grown. The "bargain priced" fellow couldn't give you this quality if he tried, and it's impossible for the "high priced" fellow to give you any more.

Every dollar you invest in EMLONG'S QUALITY STOCK will bring you the greatest return possible because our prices represent HONEST VALUE. Long experience, quantity production, up-to-date facilities and equipment, ideal soil and natural conditions, trained help, and above all, the desire to treat every customer just as we would like to be treated—these are a few of the reasons WHY we say that it is safe for you to trade with us.

Instructions for Ordering

HOW TO ORDER. Use order blank, page 52. Always give complete address and write plainly.

WHEN TO ORDER. It will be to your advantage to order as soon as you receive this catalog. Our stock is complete early in the season. Orders are booked in rotation and stock will be reserved for you.

DISCOUNT FOR EARLY ORDERS. To induce early ordering so that we can handle the office work before our rush season, we will allow a cash discount of 7% on January orders, and 5% on orders received during February and first ten days of March.

REMITTANCE. May be made by check, postal or express money orders or by cash in registered letter.

SPECIAL PRICES. If you are going to plant a large number of plants, trees or shrubs, send us a list of the stock you want for quantity prices.

HOW TO SHIP. For small orders we recommend parcel post as the most desirable method of shipment and express for the larger orders. Freight is too slow and uncertain.

SUBSTITUTION. We consider that you know what you want and fill orders accordingly, never substituting without your permission. When ordering late in the season you should state second choice.

NO CHARGE FOR PACKING. Prices quoted in this catalog are net. We make no charge for baling, boxes or barrels. Packing is done in best known manner and plenty of damp moss is always used.

TERMS. Our terms are cash with order or on large orders half cash and balance ten days before shipment is wanted.

REFERENCES. Our references are more than 100,000 satisfied customers, any bank in Berrien County, Michigan, or Dun and Bradstreets Commercial Agencies.

Our Stock Endorsed By State Officials

If after reading this catalog you still doubt the wisdom of planting Emlong stock, we invite you to write Mr. E. C. Mandenberg, in charge of Nursery and Orchard Inspection, Lansing, Mich. Mr. Mandenberg knows Nursery Stock from A to Z, and has complimented us many times upon the quality of the stock we grow. (When writing please enclose stamp for reply).

We firmly believe that Mr. Mandenberg and the men working under him and his able assistant, Mr. C. E. Boyer, are the best qualified in the United States to detect disease in Fruit Plants, Fruit Trees, Evergreens and Ornamentals, and we know that the work these men have done here in Michigan in stamping out fatal diseases will eventually mean millions of dollars to growers throughout the whole country.

Our growing stock is inspected twice each season by these trained men and a copy of our Certificate of Inspection accompanies every shipment we send out. Healthy stock means long life and that is another reason why it is safer for you to deal with us.

Checked by ORDER BLANK

Our No. _____

Henry Emlong & Son

Stevensville, Mich.

AMOUNT ENCLOSED

Check.....

Cash.....

M. O.

Stamps

Ship to (Name) _____

Post Office _____ State _____

R. F. D. No. or Street and No. _____

If by Express, ship to County
(Town for Express)

Shipping Date..... Ship by
(When to Ship) (Express or Mail)

Shall we substitute if necessary? Answer yes or no.....(Otherwise we shall assume that we are to make second choice when necessary).

IMPORTANT. Every shipment we send out carries our absolute guarantee of satisfaction. Due to our long experience and up-to-date methods of handling our stock, mistakes are very rare but should any occur in filling your order the stock will be replaced free of charge or your money will be refunded. It is mutually agreed that in no case shall we be liable for more than the original purchase price and all orders are given and accepted with the understanding that same shall become void if we are unable to furnish the stock on account of strikes, drought, flood or any other cause beyond our control.

When Ordering Trees or Shrubs State Size or Grade Wanted

If additional space is required, continue your order on any ordinary writing paper.

Cut or Tear Out on This Line

Emlong's 1930 Fruit Plant Prices

FAIR PRICES

We pack and deliver goods to post office or express car at prices quoted but do not pay transportation charges, this simply cannot be done in fairness to everyone, as the customer living within 1000 miles of us would help pay the charges on orders going two or three thousand miles. On strawberry plants the charges will be about 50 cents per 1000 plants for each 500 miles and in proportion on other stock.

As we are the World's largest growers of this class of stock we are prepared at all times to handle your order quickly and efficiently.

Our Nurseries comprise over 400 acres and last season nearly 150 acres was devoted to Fruit Plants alone. As this stock is all grown for PLANTS ONLY, and has not been weakened by fruiting, you are sure to get plants that are full of life and vigor, healthy and 100 per cent productive.

PARCEL POST

For small orders we recommend parcel post as the cheapest method of shipment. We ship all mail orders C. O. D. for the postage, as this assures prompt handling and automatically insures the parcel. If you live in the city or on a rural route the stock will be delivered **RIGHT TO YOUR DOOR**. Our stock is all carefully pruned and cleaned which reduces the parcel post and express charges to the minimum.

Important Every plant we offer is perfect flowering and does not require mating. We have eliminated all female or pistillate varieties as we do not consider them desirable for either home use or commercial purposes. You can grow any variety we offer, alone, with good results, or several together if you prefer.

Strawberry Plants

	25	50	75	100	200	300	400	500	1000
Gibson (Midseason)	\$0.30	\$0.50	\$0.70	\$0.85	\$1.50	\$2.00	\$2.30	\$2.50	\$4.65
Senator Dunlap (Midseason)	.30	.50	.70	.85	1.50	2.00	2.30	2.50	4.65
Dr. Burrill (Midseason)	.40	.65	.85	1.05	1.65	2.40	2.70	2.85	5.65
Aroma (Late)	.40	.65	.85	1.05	1.65	2.40	2.70	2.85	5.65
Premier (Early)	.50	.80	1.05	1.25	2.05	2.85	3.25	3.50	6.65
Pearl (Very Late)	.60	.90	1.15	1.40	2.25	3.00	3.60	3.85	7.65
Cooper (Midseason)	.75	1.05	1.40	1.65	2.50	3.60	4.50	5.40	9.65
Harvest King (Midseason)	.75	1.05	1.40	1.65	2.50	3.60	4.50	5.40	9.65
Mastodon (Everbearing)	1.00	1.75	2.25	2.75	4.75	6.20	7.75	9.00	17.65

Red Raspberries

	12	25	50	100	200	300	400	500	1000
Early King, No. 1	\$0.50	\$0.90	\$1.50	\$2.75	\$4.85	\$6.25	\$7.35	\$8.50	\$15.95
Early King, medium grade		.75	1.20	2.25	4.00	5.25	6.10	6.95	12.75
Early King, 2-year transplants	1.00	1.75	2.75	4.85	7.85	10.95	13.75	16.85	32.50
Cuthbert, No. 1	.60	1.00	1.65	2.95	5.15	6.45	7.65	8.85	16.95
Cuthbert, medium grade		.85	1.35	2.35	4.20	5.45	6.35	7.20	13.85
Cuthbert, 2-year transplants	1.00	1.75	2.75	4.85	7.85	10.95	13.75	16.85	32.50
Victory, No. 1	.60	1.00	1.65	2.95	5.15	6.45	7.65	8.85	16.95
St. Regis, No. 1	.85	1.25	1.95	3.35	6.20	7.65	9.35	10.45	19.85
St. Regis, 2-year transplants	1.25	2.20	3.50	6.25	10.85	14.75	17.50	20.85	40.00
Latham, No. 1	1.00	1.65	2.50	4.50	7.95	10.50	13.20	15.85	29.75
Latham, medium grade	.75	1.25	1.75	3.25	6.10	8.35	10.20	11.50	21.75
Latham, 2-year transplants	1.50	2.50	3.85	6.75	12.50	17.35	21.75	25.65	48.75

Black Raspberries

	12	25	50	100	200	300	400	500	1000
Cumberland, No. 1	\$0.75	\$1.15	\$1.85	\$3.10	\$5.75	\$7.50	\$9.20	\$10.50	\$19.95
Plum Farmer, No. 1	.75	1.15	1.85	3.10	5.75	7.50	9.20	10.50	19.95
Kansas, No. 1	.75	1.10	1.75	3.00	5.50	7.20	8.95	9.85	18.95
Honey Sweet, No. 1	1.00	1.65	2.40	4.35	7.85	10.50	13.20	15.85	29.75

Blackberries

	12	25	50	100	200	300	400	500	1000
Eldorado, No. 1	\$0.85	\$1.15	\$1.85	\$3.10	\$5.75	\$7.50	\$9.20	\$10.50	\$19.95
Alfred, No. 1	1.10	1.85	3.20	5.35	9.40	12.65	16.50	19.25	37.85
Alfred, 2-year transplants	1.75	3.20	5.50	9.85	17.50	24.50	29.85	33.75	58.50

Dewberries

	12	25	50	100	200	300	400	500	1000
Lucretia, No. 1	\$0.75	\$1.10	\$1.75	\$3.10	\$5.75	\$7.50	\$9.25	\$10.50	\$19.95

Your Money's Worth or Your Money Back

Years of experience in which we have grown and handled millions of plants and trees and filled thousands of orders has taught us how to do it best. That is why we can guarantee every order to reach you in perfect condition, and every plant or tree to be 100% pure and true-to-name. If you find it otherwise, tell us about it and get your money back. You are taking no chances when you deal with us.

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MEMBERS MICHIGAN ASSOCIATION OF NURSERYMEN

For Your Protection, Buy from a Member



Gardenia - Yellow Climber.

The Roses Queen of Flowers

The most universally loved flower. We have selected only the most popular and profuse blooming varieties. Our bushes are sturdy, well rooted, branched, two-year field grown stock. (H. T. designates Hybrid Teas; H. P. means Hybrid Perpetuals).

(Note illustrations on opposite page and back cover).

GENERAL JACQUEMINOT. H. P. Fiery red, magnificent form and color. Richly fragrant and a continuous bloomer.

FRAU KARL DRUSCHKI. H. P. The most beautiful white rose that can be grown. Large, delicately formed creamy, white flowers. Sometimes called Snow Queen.

AMERICAN BEAUTY. H. T. Deep pink, approaching crimson color. Exquisite form and fragrance, large blossoms. A prize winner.

MRS. AARON WARD. H. T. Deeply cupped buds of delicate, creamy yellow, shaded orange. Justly popular among rose lovers.

GRUSS AN TEPLITZ. H. T. Brilliant crimson color. Very hardy and free blooming.

PAUL NEYRON. H. P. The Peony rose. Double, ruddy pink blooms of immense size. A very sturdy, hardy rose. Blooms from June until November.

LOS ANGELES. H. T. Flowers large, flame-pink, shaded with coral and gold at base of petals. A rare beauty.

PREMIER. H. T. A magnificent variety of large size and distinct shape. Rose-pink color. Outer petals form a broad roll, creating interesting color. Nearly thornless.

SOUV. DE CLAUDIUS PERNET. H. P. A beautiful deep yellow, shading to deeper color at center. Forms long petals, pointed buds and a large, full flower when open. Color does not fade in the sun. Bush grows erect and branching, very vigorous and healthy. Almost thornless stems. Considered by many as the most satisfactory yellow rose. (See illustration on back cover).

Price of all H. T. and H. P. Roses, 50c each; 3 for \$1.35; 10 for \$4.00.

Rambler and Climbing Roses

GARDENIA. Yellow Climber. To answer the demand of our customers for a Yellow Climber, we now offer the most popular and dependable variety that can be obtained. Flowers open a soft cream color from yellow buds. Blooms freely and plant makes a strong growth. Price, 2-yr. No. 1 stock, 75c each; 3 for \$2.00.

VEILCHENBLAU. Blue Rambler. The only worthwhile Blue Rambler. A vigorous vine, healthy foliage and rosy purple flowers, turning to grayish blue when open. Plant this rose if you wish to have something unusual in your garden. It will be the envy of your friends. Price, 2-yr. No. 1 stock, 75c each; 3 for \$2.00.

PAUL'S SCARLET CLIMBER. No better red climber has ever been introduced. Flowers are large, semi-double and deep scarlet. It never fades in the sun as other climbers do, but retains its color and blooms long after many of the June roses have gone. Flowers in loose clusters. Known as the reddest rose that grows. Price, 2-yr. No. 1 stock, 40c each; 3 for \$1.00; 10 for \$3.00.

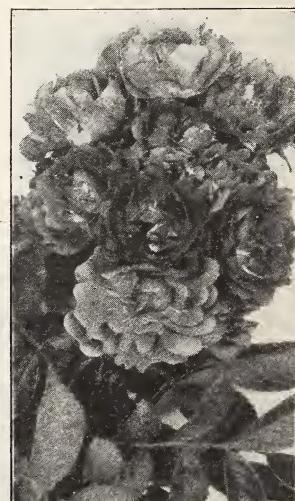
AMERICAN BEAUTY CLIMBER. Blooms early and produces an abundance of fragrant, rich, pinkish red flowers. Large flowers. Perfectly hardy. Price, 2-yr. No. 1 stock, 35c each; 3 for \$1.00; 10 for \$2.85.

CRIMSON RAMBLER. Flowers borne in large clusters, completely covering the vine. Crimson red flowers. May be pruned and trained into a bush if desired. Best red rambler. Price, 2-yr. No. 1 stock, 35c each; 3 for \$1.00; 10 for \$2.85.

DOROTHY PERKINS. Shell-pink flowers which grow in large clusters. Sweet scented and bloom freely. Flowers remain a long time. Vine healthy and hardy. Price, 2-yr. No. 1 stock, 35c each; 3 for \$1.00; 10 for \$2.85.

WHITE DOROTHY PERKINS. Follows same habit as the pink variety but flowers are delicate, creamy white. Price, 2-yr. No. 1 stock, 35c each; 3 for \$1.00; 10 for \$2.85.

See page 46 for prices on other roses.



Blue Rambler.



Emlong's Famous Rose Collections

The pictures on this page cannot nearly describe the beauty of our Roses. AND THINK! You can have Roses like these in your own garden this Summer if you plant one of our collections this Spring. Why buy flowers from a florist when you can use the small vacant places in your own yard and grow your own. You'll appreciate them more, too.

"Many a barren and cheerless spot
Needs but our tender care,
Turning it into a garden plot,
Fragrant with roses fair."

Our Rose bushes are large, extra quality stock and those offered in our collections are of the same quality as described on the opposite page. Order collections by name.

Names of varieties illustrated on this page: 1—Premier; 2—Mrs. Aaron Ward; 3—Frau Karl Druschki; 4—American Beauty; 5—Los Angeles; 6—Paul's Scarlet Climber. (See General Jacqueminot and Claudius Pernet on back cover).

Garden of Beauty

The finest collection of beautiful Roses ever offered. It includes two each of six varieties pictured.

- | | |
|--------------------------------------|------------------------------|
| 2 Gen. Jacqueminot. Red. | 2 Los Angeles. Orange. |
| 2 Mrs. Aaron Ward. Yellow. | 2 Frau Karl Druschki. White. |
| 2 Premier. Pink. | 2 Paul's Scarlet Climber. |
| 12 HEAVY FIELD-GROWN BUSHES FOR | |

\$4.50

"Gorgeous Six"

- | | |
|-------------------------------|--|
| 1 Frau Karl Druschki. White. | |
| 1 Los Angeles. Orange. | |
| 1 Paul Neyron. Pink. | |
| 1 Gruss an Teplitz. Red. | |
| 1 Claudius Pernet. Yellow. | |
| 1 American Beauty. Rose-pink. | |
| 6 STRONG BUSHES \$2.45 | |

Climbing Rose Collection No. 1

- | | |
|-------------------------------|--|
| 2 Paul's Scarlet Climber | |
| 2 Dorothy Perkins | |
| 2 Crimson Rambler | |
| 1 White Rambler | |
| 7 STRONG BUSHES \$2.15 | |

"Combination Supreme"

- | | |
|----------------------------------|--|
| 2 Premier. Pink. | |
| 2 Gen. Jacqueminot. Red. | |
| 2 Mrs. Aaron Ward. Yellow. | |
| 2 Frau Karl Druschki. White. | |
| 1 Crimson Rambler. Red. | |
| 1 Dorothy Perkins Rambler. Pink. | |
| 10 STRONG BUSHES \$3.85 | |

Climbing Rose Collection No. 2

- | | |
|-------------------------------|--|
| 2 American Beauty Climber | |
| 2 Crimson Rambler | |
| 2 Yellow Climbers | |
| 6 STRONG BUSHES \$2.00 | |

See page 46 for Tree Roses.

A booklet with planting directions will be sent free with each order amounting to \$3.00 or more. See page 40 for details.

BECHTEL'S FLOWERING CRAB

WEIGELA EVA RATHKE

BUTTERFLY BUSH

SPIREA VAN HOUTTEI

RED BARBERRY

PURPLE LILAC

GENERAL
JACQUEMINOT
ROSE

SOUVENIR
DE CLAUDIO PERNET
ROSE

FLOWERING ALMOND

AMOUR RIVER PRIVET HEDGE

HYDRANGEA